# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR.14–20,1988

| PROGRAM NAME | DAY | TIME #STNS | DUR CVG% | NET TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| A DIFFERENT WORLD(R) | | | | | | A | 25.2 | 39 | 2233 | 1767 | 310 | 267 | 96 | 765 | 332 | 518 | 440 | 302 | 215 | 410 | 196 | 284 | 242 | 155 | 104 | 244 | 142 | 349 | 231 |
| | THU | 8.30P | 30 | NBC | 11 | B | 24.6 | 37 | 2176 | 1830 | 354 | 296 | 102 | 835 | 330 | 538 | 464 | 348 | 249 | 467 | 201 | 314 | 269 | 198 | 124 | 212 | 116 | 317 | 204 |
| | | 206 | 99 | CS | 23 | C | 25.0 | 39 | 2219 | 1811 | 358 | 299 | 100 | 842 | 332 | 533 | 463 | 346 | 257 | 480 | 203 | 316 | 279 | 206 | 131 | 201 | 111 | 288 | 186 |
| A PLACE AT THE TABLE(S) | | | | | | A | 9.3 | 16 | 824 | 1721 | 341 | 272 | 65^ | 888 | 235 | 520 | 493 | 434 | 323 | 493 | 135 | 273 | 267 | 262 | 170 | 118 | 73^ | 222 | 155 |
| | SUN | 7.00P | 60 | NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 203 | 99 | GD | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 7.00 - 7.30 | | | | A | 8.4 | 15 | 744 | 1711 | 338 | 266 | 58^ | 899 | 220 | 506 | 486 | 441 | 345 | 494 | 135 | 265 | 264 | 251 | 177 | 104 | 68^ | 213 | 149 |
| | | 7.30 - 8.00 | | | | A | 10.2 | 16 | 904 | 1730 | 343 | 277 | 71 | 879 | 248 | 530 | 499 | 428 | 305 | 492 | 135 | 280 | 270 | 270 | 164 | 130 | 77 | 229 | 160 |
| A YEAR IN THE LIFE | | | | | | A | 10.7 | 19 | 948 | 1490 | 286 | 241 | 108 | 794 | 298 | 488 | 471 | 355 | 248 | 485 | 197 | 315 | 273 | 206 | 141 | 104 | 59^ | 108 | 51^ |
| | WED | 10.00P | 60 | NBC | 8 | B | 12.0 | 19 | 1064 | 1544 | 315 | 250 | 99 | 867 | 291 | 492 | 455 | 385 | 316 | 439 | 164 | 265 | 247 | 197 | 141 | 115 | 70 | 124 | 68 |
| | | 199 | 96 | GD | 19 | C | 12.2 | 19 | 1080 | 1555 | 328 | 267 | 95 | 858 | 299 | 501 | 458 | 378 | 302 | 436 | 162 | 263 | 245 | 196 | 143 | 129 | 78 | 132 | 79 |
| | | 10.00 - 10.30 | | | | A | 11.0 | 19 | 975 | 1483 | 285 | 238 | 103 | 788 | 290 | 478 | 462 | 354 | 254 | 481 | 192 | 312 | 272 | 205 | 141 | 102 | 55^ | 113 | 56^ |
| | | 10.30 - 11.00 | | | | A | 10.4 | 19 | 921 | 1497 | 288 | 245 | 114 | 800 | 306 | 498 | 482 | 356 | 242 | 488 | 201 | 317 | 273 | 208 | 141 | 106 | 63^ | 103 | 46^ |
| AARON'S WAY | | | | | | A | 16.3 | 25 | 1444 | 1642 | 272 | 183 | 51 | 910 | 154 | 354 | 383 | 437 | 478 | 508 | 105 | 207 | 191 | 240 | 265 | 101 | 61 | 122 | 71 |
| | WED | 8.00P | 60 | NBC | 2 | B | 18.4 | 29 | 1633 | 1676 | 298 | 204 | 60 | 892 | 163 | 394 | 423 | 468 | 419 | 542 | 119 | 237 | 247 | 276 | 259 | 109 | 72 | 133 | 76 |
| | | 205 | 97 | GD | 2 | C | 18.4 | 29 | 1633 | 1676 | 298 | 204 | 60 | 892 | 163 | 394 | 423 | 468 | 419 | 542 | 119 | 237 | 247 | 276 | 259 | 109 | 72 | 133 | 76 |
| | | 8.00 - 8.30 | | | | A | 15.3 | 24 | 1356 | 1634 | 271 | 180 | 49 | 917 | 152 | 353 | 378 | 439 | 485 | 503 | 100 | 200 | 186 | 233 | 266 | 96 | 59 | 118 | 67 |
| | | 8.30 - 9.00 | | | | A | 17.3 | 27 | 1533 | 1648 | 272 | 186 | 53 | 905 | 155 | 355 | 386 | 436 | 471 | 513 | 110 | 212 | 196 | 245 | 264 | 105 | 62 | 125 | 75 |
| ABC MONDAY NIGHT MOVIE | | | | | | A | 16.9 | 28 | 1497 | 1665 | 293 | 240 | 84 | 797 | 314 | 521 | 444 | 359 | 218 | 572 | 239 | 379 | 334 | 262 | 148 | 150 | 74 | 146 | 82 |
| | MON | 9.00P | 120 | ABC | 8 | B | 15.2 | 24 | 1349 | 1658 | 318 | 262 | 86 | 778 | 280 | 498 | 462 | 380 | 221 | 618 | 236 | 410 | 378 | 304 | 161 | 128 | 64 | 134 | 81 |
| | | 213 | 97 | FF | 8 | C | 15.2 | 24 | 1349 | 1658 | 318 | 262 | 86 | 778 | 280 | 498 | 462 | 380 | 221 | 618 | 236 | 410 | 378 | 304 | 161 | 128 | 64 | 134 | 81 |
| BROKEN ANGEL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 9.00 - 9.30 | | | | A | 15.7 | 24 | 1391 | 1671 | 286 | 233 | 90 | 774 | 291 | 499 | 432 | 356 | 216 | 571 | 220 | 365 | 320 | 275 | 162 | 156 | 75 | 170 | 105 |
| | | 9.30 - 10.00 | | | | A | 16.8 | 26 | 1488 | 1654 | 288 | 238 | 85 | 781 | 313 | 508 | 432 | 346 | 215 | 568 | 232 | 366 | 318 | 259 | 158 | 160 | 77 | 144 | 76 |
| | | 10.00 - 10.30 | | | | A | 17.6 | 29 | 1559 | 1665 | 295 | 243 | 79 | 807 | 323 | 537 | 453 | 364 | 216 | 573 | 245 | 389 | 350 | 263 | 138 | 146 | 73 | 138 | 76 |
| | | 10.30 - 11.00 | | | | A | 17.4 | 31 | 1542 | 1680 | 305 | 247 | 83 | 827 | 326 | 543 | 460 | 370 | 227 | 579 | 257 | 398 | 347 | 255 | 135 | 140 | 72 | 134 | 75 |
| ABC NEWSBRIEF-TUE SPEC(S) | | | | | | A | 14.0 | 23 | 1240 | 1593 | 378 | 341 | 121 | 763 | 380 | 612 | 518 | 321 | 120 | 462 | 222 | 364 | 332 | 207 | 70 | 170 | 109 | 197 | 137 |
| | TUE | 9.57P | 2 | ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 217 | 99 | N | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SUNDAY NIGHT MOVIE(R) | | | | | | A | 12.7 | 21 | 1125 | 1662 | 239 | 216 | 59 | 603 | 205 | 389 | 371 | 288 | 182 | 782 | 307 | 538 | 503 | 370 | 176 | 151 | 46^ | 125 | 74 |
| | SUN | 9.00P | 134 | ABC | 6 | B | 15.0 | 24 | 1332 | 1782 | 321 | 263 | 79 | 762 | 279 | 489 | 460 | 367 | 214 | 754 | 283 | 506 | 476 | 381 | 186 | 130 | 56 | 137 | 84 |
| | | 200 | 93 | FF | 6 | C | 15.0 | 24 | 1332 | 1782 | 321 | 263 | 79 | 762 | 279 | 489 | 460 | 367 | 214 | 754 | 283 | 506 | 476 | 381 | 186 | 130 | 56 | 137 | 84 |
| OCTOPUSSY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 9.00 - 9.30 | | | | A | 11.9 | 18 | 1054 | 1760 | 255 | 225 | 82 | 635 | 238 | 427 | 405 | 302 | 170 | 783 | 313 | 535 | 507 | 372 | 170 | 157 | 49^ | 185 | 113 |
| | | 9.30 - 10.00 | | | | A | 13.0 | 20 | 1152 | 1684 | 259 | 234 | 69 | 622 | 213 | 400 | 386 | 298 | 186 | 762 | 304 | 527 | 495 | 356 | 165 | 166 | 53^ | 135 | 78 |
| | | 10.00 - 10.30 | | | | A | 13.2 | 21 | 1170 | 1639 | 240 | 219 | 47^ | 599 | 186 | 379 | 364 | 292 | 188 | 771 | 296 | 533 | 497 | 375 | 174 | 159 | 53^ | 111 | 69 |
| | | 10.30 - 11.00 | | | | A | 12.4 | 21 | 1099 | 1623 | 213 | 193 | 48^ | 588 | 195 | 369 | 345 | 273 | 192 | 807 | 311 | 545 | 504 | 375 | 198 | 139 | 37^ | 90 | 50^ |
| | | CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

| PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SUNDAY NIGHT MOVIE(R)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.00 - 11.30 | A | 13.1 | 26 | 1161 | 1578 | 223 | 200 | 44^ | 554 | 188 | 363 | 351 | 267 | 165 | 812 | 322 | 571 | 533 | 381 | 177 | 122 | 29^ | 90 | 51^ |
| ADVENTURES-BEANS BAXTER(R) | A | 2.1 | 4 | 186 | 1778 | 153^ | 147^ | 43v | 408 | 217^ | 352 | 303^ | 145^ | 52v | 576 | 365 | 546 | 485 | 208^ | 7v | 316^ | 186^ | 478 | 312^ |
| SAT 9.00P 30 FOX 12 | B | 2.1 | 3 | 185 | 1791 | 181 | 160 | 60^ | 457 | 246 | 372 | 297 | 179 | 68^ | 558 | 310 | 474 | 390 | 225 | 53^ | 299 | 126^ | 477 | 359 |
| 110 79 CS 21 | C | 2.1 | 4 | 189 | 1764 | 212 | 182 | 63^ | 480 | 238 | 378 | 309 | 212 | 80^ | 551 | 291 | 440 | 362 | 219 | 78^ | 312 | 142 | 421 | 306 |
| ALF | A | 19.1 | 29 | 1692 | 1861 | 297 | 263 | 86 | 715 | 298 | 498 | 419 | 300 | 177 | 516 | 221 | 404 | 364 | 248 | 81 | 195 | 107 | 435 | 282 |
| MON 8.00P 30 NBC 12 | B | 18.7 | 28 | 1661 | 1949 | 310 | 262 | 96 | 752 | 307 | 509 | 450 | 320 | 198 | 528 | 239 | 401 | 347 | 239 | 101 | 220 | 99 | 449 | 289 |
| 204 98 CS 24 | C | 18.9 | 28 | 1676 | 1938 | 316 | 267 | 100 | 735 | 317 | 510 | 448 | 304 | 181 | 522 | 245 | 402 | 348 | 230 | 95 | 236 | 110 | 445 | 288 |
| AMEN(R) | A | 18.1 | 31 | 1604 | 1738 | 349 | 266 | 56 | 860 | 234 | 454 | 410 | 401 | 364 | 494 | 162 | 265 | 245 | 230 | 196 | 124 | 75 | 260 | 188 |
| SAT 9.30P 30 NBC 10 | B | 17.7 | 30 | 1572 | 1761 | 327 | 244 | 73 | 865 | 254 | 440 | 407 | 379 | 364 | 497 | 168 | 279 | 250 | 221 | 185 | 163 | 99 | 236 | 165 |
| 209 99 CS 22 | C | 17.8 | 31 | 1573 | 1740 | 324 | 240 | 66 | 874 | 242 | 428 | 405 | 386 | 385 | 497 | 157 | 266 | 248 | 224 | 196 | 152 | 93 | 218 | 152 |
| BEAUTY & THE BEAST | A | 11.8 | 21 | 1045 | 1560 | 346 | 262 | 74 | 888 | 232 | 465 | 453 | 424 | 366 | 450 | 101 | 221 | 225 | 234 | 201 | 58^ | 36^ | 165 | 84 |
| FRI 8.00P 60 CBS 11 | B | 13.3 | 22 | 1182 | 1702 | 355 | 271 | 71 | 903 | 244 | 479 | 458 | 438 | 360 | 545 | 138 | 285 | 279 | 281 | 223 | 83 | 50 | 172 | 95 |
| 193 95 A 21 | C | 13.2 | 22 | 1167 | 1707 | 345 | 263 | 75 | 889 | 247 | 479 | 458 | 429 | 347 | 552 | 144 | 295 | 287 | 289 | 219 | 88 | 51 | 179 | 106 |
| 8.00 - 8.30 | A | 11.6 | 21 | 1028 | 1570 | 347 | 258 | 76 | 885 | 225 | 456 | 444 | 429 | 370 | 459 | 105 | 228 | 233 | 234 | 204 | 58^ | 39^ | 168 | 89 |
| 8.30 - 9.00 | A | 12.0 | 21 | 1063 | 1551 | 346 | 265 | 72 | 890 | 238 | 474 | 461 | 419 | 362 | 441 | 98 | 215 | 218 | 234 | 198 | 57^ | 33^ | 163 | 79 |
| BILL COSBY SHOW | A | 28.2 | 43 | 2499 | 1798 | 313 | 269 | 92 | 788 | 314 | 504 | 434 | 317 | 247 | 483 | 203 | 319 | 280 | 204 | 136 | 215 | 122 | 312 | 200 |
| THU 8.00P 30 NBC 12 | B | 28.3 | 43 | 2509 | 1852 | 336 | 274 | 91 | 852 | 299 | 504 | 448 | 364 | 296 | 499 | 188 | 308 | 274 | 223 | 159 | 184 | 97 | 317 | 201 |
| 211 99 CS 26 | C | 28.2 | 45 | 2502 | 1817 | 341 | 277 | 89 | 853 | 301 | 497 | 442 | 359 | 303 | 508 | 188 | 307 | 279 | 226 | 165 | 173 | 94 | 282 | 179 |
| BOYS WILL BE BOYS | A | 2.9 | 5 | 257 | 1573 | 235^ | 170^ | 56v | 432 | 195^ | 321 | 293 | 210^ | 89^ | 470 | 213^ | 393 | 357 | 250 | 56v | 289 | 151^ | 383 | 327 |
| SAT 8.00P 30 FOX 10 | B | 2.9 | 5 | 253 | 1660 | 262 | 223 | 49^ | 526 | 260 | 404 | 328 | 224 | 96^ | 491 | 264 | 411 | 339 | 207 | 54^ | 261 | 131 | 382 | 271 |
| 111 80 CS 10 | C | 2.9 | 5 | 253 | 1660 | 262 | 223 | 49^ | 526 | 260 | 404 | 328 | 224 | 96^ | 491 | 264 | 411 | 339 | 207 | 54^ | 261 | 131 | 382 | 271 |
| BUCK JAMES | A | 6.5 | 11 | 576 | 1498 | 226 | 169 | 55^ | 803 | 193 | 413 | 444 | 410 | 304 | 559 | 149 | 298 | 285 | 308 | 229 | 75^ | 35^ | 61^ | 31^ |
| THU 10.00P 60 ABC 2 | B | 7.4 | 13 | 651 | 1528 | 263 | 195 | 65^ | 807 | 187 | 428 | 448 | 436 | 303 | 558 | 136 | 285 | 300 | 306 | 225 | 75 | 40^ | 88 | 62^ |
| 200 97 GD 2 | C | 7.4 | 13 | 651 | 1528 | 263 | 195 | 65^ | 807 | 187 | 428 | 448 | 436 | 303 | 558 | 136 | 285 | 300 | 306 | 225 | 75 | 40^ | 88 | 62^ |
| 10.00 - 10.30 | A | 6.4 | 11 | 567 | 1514 | 238 | 182 | 57^ | 811 | 203 | 421 | 458 | 411 | 296 | 557 | 157 | 299 | 287 | 303 | 223 | 76^ | 40^ | 70^ | 37^ |
| 10.30 - 11.00 | A | 6.6 | 12 | 585 | 1482 | 213 | 156 | 53^ | 796 | 183 | 405 | 430 | 409 | 312 | 561 | 141 | 297 | 284 | 313 | 236 | 74^ | 31^ | 51^ | 26v |
| CAGNEY & LACEY | A | 11.8 | 21 | 1045 | 1487 | 314 | 231 | 68 | 881 | 219 | 461 | 457 | 451 | 358 | 467 | 147 | 247 | 236 | 205 | 184 | 62 | 45^ | 77 | 38^ |
| TUE 10.00P 60 CBS 9 | B | 13.0 | 22 | 1149 | 1503 | 315 | 236 | 68 | 863 | 218 | 442 | 452 | 441 | 353 | 506 | 141 | 254 | 243 | 242 | 217 | 65 | 36 | 69 | 41 |
| 209 96 OP 9 | C | 13.0 | 22 | 1149 | 1503 | 315 | 236 | 68 | 863 | 218 | 442 | 452 | 441 | 353 | 506 | 141 | 254 | 243 | 242 | 217 | 65 | 36 | 69 | 41 |
| 10.00 - 10.30 | A | 11.7 | 20 | 1037 | 1494 | 315 | 236 | 70 | 879 | 218 | 461 | 461 | 445 | 355 | 465 | 153 | 245 | 233 | 196 | 184 | 66 | 45^ | 83 | 41^ |
| 10.30 - 11.00 | A | 11.8 | 22 | 1045 | 1492 | 315 | 229 | 67 | 889 | 221 | 465 | 456 | 460 | 363 | 473 | 143 | 251 | 241 | 216 | 186 | 58^ | 45^ | 72 | 36^ |
| CBS NCAA BSKBL CHAMP-SA-4(S) | A | 7.7 | 17 | 682 | 1545 | 194 | 142 | 28^ | 502 | 117 | 233 | 230 | 233 | 236 | 805 | 324 | 486 | 413 | 331 | 254 | 121 | 34^ | 116 | 62^ |
| SAT 6.43P 17 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| 210 99 SE | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NCAA BSKBL CHMP-SU-4(S) | A | 11.5 | 24 | 1019 | 1553 | 237 | 152 | 28^ | 573 | 132 | 278 | 264 | 291 | 257 | 766 | 258 | 428 | 427 | 341 | 257 | 97 | 36^ | 118 | 82 |
| SUN 6.51P 9 CBS | | | | | | | | | | | | | | | | | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 14-20, 1988

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NCAA BSKBL CHMP-SU-4-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 214 | 99 | SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SUNDAY MOVIE | | | | | A | 14.0 | 22 | 1240 | 1633 | 341 | 236 | 58 | 802 | 237 | 436 | 454 | 418 | 286 | 599 | 183 | 337 | 346 | 327 | 206 | 133 | 80 | 99 | 65 |
| SUN | 9.00P | 120 | CBS | 11 | B | 16.4 | 25 | 1450 | 1653 | 335 | 241 | 55 | 851 | 214 | 432 | 438 | 435 | 349 | 625 | 153 | 315 | 326 | 333 | 255 | 84 | 41 | 93 | 60 |
| | 210 | 98 | FF | 24 | C | 17.3 | 27 | 1536 | 1646 | 339 | 242 | 61 | 872 | 219 | 440 | 442 | 440 | 361 | 605 | 153 | 306 | 311 | 321 | 247 | 81 | 39 | 88 | 54 |
| HOT PAINT | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 9.00 - 9.30 | | | | A | 16.2 | 24 | 1435 | 1658 | 336 | 220 | 62 | 824 | 212 | 405 | 430 | 427 | 336 | 604 | 165 | 310 | 327 | 323 | 234 | 120 | 72 | 111 | 68 |
| | 9.30 - 10.00 | | | | A | 14.6 | 22 | 1294 | 1658 | 344 | 242 | 63 | 799 | 243 | 441 | 458 | 413 | 277 | 594 | 184 | 339 | 340 | 312 | 208 | 159 | 97 | 106 | 72 |
| | 10.00 - 10.30 | | | | A | 13.0 | 21 | 1152 | 1635 | 347 | 247 | 57 | 795 | 251 | 459 | 485 | 419 | 251 | 600 | 204 | 363 | 365 | 330 | 182 | 140 | 87 | 100 | 67 |
| | 10.30 - 11.00 | | | | A | 12.1 | 21 | 1072 | 1580 | 340 | 241 | 47^ | 791 | 251 | 449 | 450 | 414 | 268 | 605 | 186 | 347 | 359 | 347 | 196 | 111 | 63 | 73 | 51^ |
| CHEERS(R) | | | | | A | 22.1 | 35 | 1958 | 1635 | 301 | 262 | 123 | 749 | 342 | 528 | 461 | 305 | 185 | 481 | 222 | 346 | 327 | 196 | 110 | 181 | 89 | 224 | 143 |
| THU | 9.00P | 30 | NBC | 12 | B | 23.7 | 36 | 2100 | 1720 | 357 | 303 | 110 | 808 | 338 | 540 | 474 | 338 | 220 | 535 | 231 | 378 | 338 | 237 | 125 | 167 | 87 | 211 | 130 |
| | 208 | 99 | CS | 25 | C | 23.9 | 38 | 2114 | 1714 | 362 | 303 | 108 | 815 | 341 | 536 | 472 | 336 | 230 | 550 | 234 | 380 | 342 | 245 | 134 | 160 | 86 | 190 | 115 |
| COMING OF AGE | | | | | A | 11.0 | 17 | 975 | 1595 | 304 | 242 | 86 | 791 | 243 | 416 | 410 | 354 | 323 | 559 | 207 | 339 | 336 | 255 | 175 | 80 | 46^ | 165 | 89 |
| TUE | 9.00P | 30 | CBS | 1 | B | 11.0 | 17 | 975 | 1595 | 304 | 242 | 86 | 791 | 243 | 416 | 410 | 354 | 323 | 559 | 207 | 339 | 336 | 255 | 175 | 80 | 46^ | 165 | 89 |
| | 210 | 99 | CS | 1 | C | 11.0 | 17 | 975 | 1595 | 304 | 242 | 86 | 791 | 243 | 416 | 410 | 354 | 323 | 559 | 207 | 339 | 336 | 255 | 175 | 80 | 46^ | 165 | 89 |

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CRIME STORY | | | | | A | 11.6 | 21 | 1028 | 1582 | 276 | 220 | 69 | 732 | 168 | 395 | 385 | 399 | 288 | 688 | 199 | 397 | 368 | 367 | 245 | 108 | 48^ | 54^ | 37^ |
| TUE | 10.00P | 60 | NBC | 8 | B | 12.0 | 21 | 1062 | 1630 | 281 | 216 | 64 | 757 | 179 | 395 | 393 | 410 | 305 | 684 | 190 | 395 | 380 | 381 | 231 | 113 | 52 | 76 | 44 |
| | 199 | 99 | OP | 18 | C | 12.0 | 21 | 1064 | 1605 | 281 | 208 | 58 | 750 | 182 | 383 | 385 | 401 | 306 | 674 | 197 | 388 | 372 | 368 | 232 | 100 | 47 | 81 | 47 |
| | 10.00 - 10.30 | | | | A | 11.8 | 21 | 1045 | 1599 | 283 | 222 | 77 | 753 | 175 | 404 | 393 | 412 | 299 | 676 | 195 | 387 | 364 | 363 | 239 | 111 | 52^ | 59^ | 39^ |
| | 10.30 - 11.00 | | | | A | 11.3 | 21 | 1001 | 1579 | 271 | 219 | 61^ | 717 | 163 | 390 | 380 | 389 | 279 | 707 | 206 | 411 | 376 | 375 | 253 | 107 | 43^ | 49^ | 35^ |
| DALLAS | | | | | A | 14.7 | 24 | 1302 | 1575 | 311 | 224 | 57 | 974 | 183 | 401 | 447 | 436 | 502 | 431 | 84 | 187 | 200 | 204 | 217 | 57 | 29^ | 112 | 80 |
| FRI | 9.00P | 60 | CBS | 10 | B | 16.8 | 27 | 1487 | 1622 | 321 | 234 | 54 | 966 | 213 | 417 | 432 | 426 | 477 | 486 | 118 | 222 | 228 | 222 | 230 | 58 | 30 | 112 | 74 |
| | 200 | 97 | GD | 23 | C | 16.9 | 28 | 1495 | 1641 | 323 | 235 | 68 | 966 | 224 | 430 | 445 | 423 | 465 | 489 | 121 | 232 | 240 | 229 | 222 | 57 | 32 | 129 | 87 |
| | 9.00 - 9.30 | | | | A | 14.4 | 24 | 1276 | 1542 | 305 | 223 | 58 | 959 | 175 | 388 | 430 | 422 | 502 | 419 | 78 | 182 | 197 | 201 | 209 | 57 | 27^ | 108 | 74 |
| | 9.30 - 10.00 | | | | A | 15.1 | 25 | 1338 | 1595 | 315 | 224 | 56 | 983 | 190 | 411 | 461 | 447 | 498 | 439 | 88 | 190 | 202 | 206 | 223 | 58 | 30^ | 116 | 86 |
| DAY BY DAY | | | | | A | 15.4 | 23 | 1364 | 1789 | 341 | 286 | 101 | 798 | 338 | 533 | 482 | 331 | 225 | 516 | 222 | 375 | 314 | 238 | 111 | 191 | 105 | 285 | 192 |
| SUN | 8.30P | 30 | NBC | 3 | B | 15.7 | 23 | 1391 | 1831 | 347 | 295 | 94 | 802 | 345 | 549 | 472 | 334 | 213 | 511 | 224 | 382 | 323 | 232 | 106 | 224 | 135 | 294 | 203 |
| | 205 | 99 | CS | 3 | C | 15.7 | 23 | 1391 | 1831 | 347 | 295 | 94 | 802 | 345 | 549 | 472 | 334 | 213 | 511 | 224 | 382 | 323 | 232 | 106 | 224 | 135 | 294 | 203 |
| DISNEY SUNDAY MOVIE(R) | | | | | A | 8.7 | 15 | 771 | 1836 | 202 | 161 | 69^ | 600 | 201 | 345 | 354 | 287 | 201 | 515 | 194 | 337 | 317 | 264 | 137 | 237 | 134 | 484 | 308 |
| SUN | 7.00P | 60 | ABC | 8 | B | 11.5 | 18 | 1019 | 2090 | 282 | 245 | 102 | 707 | 304 | 523 | 466 | 328 | 145 | 632 | 281 | 497 | 467 | 316 | 91 | 214 | 107 | 537 | 343 |
| | 216 | 99 | FF | 22 | C | 11.1 | 17 | 980 | 2046 | 280 | 238 | 105 | 720 | 293 | 498 | 447 | 328 | 186 | 600 | 251 | 445 | 413 | 296 | 116 | 209 | 103 | 517 | 328 |
| LITTLE SPIES, PT.1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 7.00 - 7.30 | | | | A | 8.0 | 14 | 709 | 1824 | 209 | 162 | 64^ | 621 | 216 | 354 | 354 | 281 | 216 | 524 | 200 | 338 | 318 | 259 | 147 | 238 | 134 | 440 | 271 |
| | 7.30 - 8.00 | | | | A | 9.3 | 15 | 824 | 1866 | 198 | 162 | 73^ | 588 | 190 | 341 | 357 | 295 | 190 | 513 | 190 | 339 | 320 | 271 | 130 | 239 | 136 | 526 | 343 |
| DOLLY | | | | | A | 11.3 | 20 | 1001 | 1828 | 297 | 183 | 42^ | 907 | 137 | 371 | 443 | 485 | 436 | 688 | 142 | 348 | 351 | 392 | 293 | 82 | 39^ | 152 | 105 |
| SAT | 8.00P | 60 | ABC | 7 | B | 11.0 | 19 | 972 | 1759 | 281 | 195 | 64 | 862 | 169 | 377 | 410 | 427 | 404 | 632 | 144 | 320 | 333 | 342 | 260 | 68 | 33^ | 197 | 125 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR.14–20,1988

| PROGRAM NAME / DAY / TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DOLLY-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 208 | 98 | GV | 7 | C | 11.0 | 19 | 972 | 1759 | 281 | 195 | 64 | 862 | 169 | 377 | 410 | 427 | 404 | 632 | 144 | 320 | 333 | 342 | 260 | 68 | 33^ | 197 | 125 |
| 8.00 - 8.30 | | | | A | 10.9 | 20 | 966 | 1812 | 291 | 176 | 40^ | 904 | 136 | 363 | 436 | 477 | 438 | 680 | 144 | 340 | 346 | 385 | 292 | 78 | 36^ | 150 | 103 |
| 8.30 - 9.00 | | | | A | 11.7 | 21 | 1037 | 1843 | 302 | 189 | 44^ | 909 | 138 | 379 | 450 | 492 | 435 | 695 | 140 | 357 | 355 | 399 | 293 | 85 | 42^ | 154 | 107 |
| DUET | | | | A | 3.8 | 6 | 337 | 1579 | 242 | 200 | 89^ | 632 | 340 | 484 | 357 | 229 | 128^ | 543 | 237 | 436 | 390 | 261 | 78^ | 149^ | 76^ | 254 | 192 |
| SUN 9.30P | 30 | FOX | 12 | B | 3.1 | 5 | 278 | 1567 | 308 | 274 | 90^ | 677 | 366 | 527 | 418 | 251 | 129 | 554 | 311 | 452 | 348 | 209 | 77^ | 173 | 97^ | 163 | 106 |
| 115 | 83 | CS | 22 | C | 3.0 | 4 | 263 | 1633 | 322 | 291 | 85^ | 668 | 370 | 531 | 417 | 246 | 116 | 594 | 330 | 491 | 385 | 230 | 79^ | 198 | 116 | 173 | 113 |
| DYNASTY | | | | A | 13.6 | 24 | 1205 | 1553 | 325 | 259 | 76 | 864 | 269 | 469 | 438 | 370 | 336 | 500 | 193 | 302 | 281 | 204 | 163 | 84 | 49^ | 104 | 74 |
| WED 10.00P | 60 | ABC | 10 | B | 13.9 | 24 | 1232 | 1565 | 334 | 267 | 87 | 880 | 285 | 492 | 447 | 383 | 341 | 471 | 188 | 280 | 240 | 189 | 163 | 105 | 64 | 108 | 64 |
| 219 | 99 | GD | 21 | C | 14.2 | 25 | 1262 | 1561 | 340 | 273 | 88 | 882 | 289 | 491 | 446 | 376 | 343 | 462 | 182 | 276 | 247 | 194 | 153 | 103 | 62 | 114 | 72 |
| 10.00 - 10.30 | | | | A | 13.4 | 23 | 1187 | 1571 | 330 | 263 | 81 | 871 | 276 | 472 | 441 | 367 | 338 | 510 | 199 | 309 | 285 | 205 | 168 | 83 | 47^ | 106 | 74 |
| 10.30 - 11.00 | | | | A | 13.7 | 25 | 1214 | 1547 | 323 | 256 | 72 | 864 | 264 | 471 | 438 | 376 | 336 | 494 | 188 | 299 | 279 | 204 | 159 | 86 | 51^ | 103 | 74 |
| EISENHOWER & LUTZ | | | | A | 14.2 | 22 | 1258 | 1544 | 319 | 242 | 84 | 799 | 287 | 473 | 466 | 335 | 281 | 531 | 178 | 335 | 339 | 273 | 161 | 109 | 55 | 105 | 69 |
| MON 9.30P | 30 | CBS | 1 | B | 14.2 | 22 | 1258 | 1544 | 319 | 242 | 84 | 799 | 287 | 473 | 466 | 335 | 281 | 531 | 178 | 335 | 339 | 273 | 161 | 109 | 55 | 105 | 69 |
| 210 | 99 | CS | 1 | C | 14.2 | 22 | 1258 | 1544 | 319 | 242 | 84 | 799 | 287 | 473 | 466 | 335 | 281 | 531 | 178 | 335 | 339 | 273 | 161 | 109 | 55 | 105 | 69 |
| EISENHOWER & LUTZ SPECIAL(S) | | | | A | 13.0 | 20 | 1152 | 1528 | 311 | 218 | 64 | 848 | 249 | 426 | 427 | 376 | 365 | 467 | 137 | 236 | 242 | 206 | 206 | 90 | 59 | 122 | 66 |
| MON 8.30P | 30 | CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 210 | 99 | CS | | | | | | | | | | | | | | | | | | | | | | | | | |
| EQUALIZER | | | | A | 13.5 | 24 | 1196 | 1542 | 267 | 204 | 55 | 690 | 183 | 390 | 378 | 367 | 267 | 665 | 185 | 367 | 355 | 345 | 247 | 105 | 49^ | 82 | 41^ |
| WED 10.00P | 60 | CBS | 8 | B | 12.1 | 21 | 1072 | 1578 | 277 | 209 | 67 | 751 | 211 | 413 | 383 | 377 | 297 | 655 | 186 | 368 | 348 | 336 | 240 | 87 | 41 | 85 | 45 |
| 206 | 98 | PD | 19 | C | 12.6 | 22 | 1118 | 1582 | 273 | 191 | 66 | 747 | 200 | 397 | 385 | 385 | 300 | 666 | 192 | 372 | 360 | 349 | 243 | 88 | 39 | 81 | 42 |
| 10.00 - 10.30 | | | | A | 13.4 | 23 | 1187 | 1518 | 266 | 205 | 52^ | 676 | 181 | 378 | 367 | 352 | 267 | 655 | 176 | 353 | 349 | 341 | 249 | 103 | 48^ | 84 | 44^ |
| 10.30 - 11.00 | | | | A | 13.7 | 25 | 1214 | 1553 | 266 | 203 | 57 | 698 | 184 | 399 | 385 | 378 | 266 | 670 | 192 | 379 | 358 | 346 | 244 | 106 | 49^ | 80 | 38^ |
| FACTS OF LIFE | | | | A | 14.0 | 25 | 1240 | 1815 | 290 | 237 | 52 | 801 | 260 | 435 | 359 | 309 | 325 | 499 | 197 | 314 | 277 | 212 | 154 | 187 | 116 | 328 | 229 |
| SAT 8.00P | 30 | NBC | 12 | B | 14.7 | 25 | 1303 | 1749 | 311 | 248 | 83 | 820 | 273 | 451 | 379 | 321 | 328 | 460 | 169 | 278 | 248 | 202 | 150 | 186 | 118 | 282 | 191 |
| 199 | 94 | CS | 23 | C | 14.8 | 26 | 1310 | 1738 | 309 | 244 | 77 | 834 | 265 | 441 | 383 | 324 | 349 | 457 | 162 | 266 | 240 | 197 | 159 | 174 | 113 | 272 | 180 |
| FALCON CREST | | | | A | 12.1 | 22 | 1072 | 1555 | 315 | 231 | 73 | 976 | 232 | 439 | 469 | 440 | 465 | 393 | 101 | 170 | 188 | 168 | 195 | 74 | 37^ | 111 | 80 |
| FRI 10.00P | 60 | CBS | 10 | B | 14.0 | 25 | 1242 | 1577 | 318 | 236 | 53 | 956 | 228 | 428 | 433 | 428 | 463 | 450 | 120 | 201 | 204 | 198 | 217 | 64 | 40 | 108 | 74 |
| 192 | 95 | GD | 22 | C | 14.3 | 26 | 1265 | 1586 | 323 | 239 | 63 | 951 | 228 | 435 | 441 | 427 | 452 | 452 | 118 | 210 | 214 | 207 | 210 | 65 | 40 | 118 | 82 |
| 10.00 - 10.30 | | | | A | 12.1 | 22 | 1072 | 1577 | 324 | 239 | 72 | 979 | 232 | 440 | 476 | 438 | 463 | 404 | 105 | 179 | 199 | 174 | 196 | 74 | 37^ | 120 | 84 |
| 10.30 - 11.00 | | | | A | 12.2 | 23 | 1081 | 1519 | 303 | 221 | 73 | 966 | 231 | 435 | 458 | 439 | 462 | 379 | 96 | 159 | 175 | 161 | 192 | 72 | 37^ | 102 | 76 |
| FAMILY MAN | | | | A | 9.5 | 16 | 842 | 1659 | 276 | 210 | 73^ | 743 | 250 | 427 | 406 | 337 | 260 | 393 | 171 | 256 | 256 | 163 | 108 | 190 | 144 | 333 | 233 |
| FRI 9.30P | 30 | ABC | 1 | B | 9.5 | 16 | 842 | 1659 | 276 | 210 | 73^ | 743 | 250 | 427 | 406 | 337 | 260 | 393 | 171 | 256 | 256 | 163 | 108 | 190 | 144 | 333 | 233 |
| 186 | 95 | CS | 1 | C | 9.5 | 16 | 842 | 1659 | 276 | 210 | 73^ | 743 | 250 | 427 | 406 | 337 | 260 | 393 | 171 | 256 | 256 | 163 | 108 | 190 | 144 | 333 | 233 |
| FAMILY TIES | | | | A | 16.4 | 25 | 1453 | 1780 | 352 | 302 | 104 | 802 | 356 | 548 | 495 | 321 | 209 | 552 | 234 | 395 | 350 | 263 | 122 | 161 | 93 | 265 | 172 |
| SUN 8.00P | 30 | NBC | 12 | B | 17.4 | 25 | 1538 | 1874 | 373 | 314 | 101 | 808 | 362 | 557 | 473 | 325 | 204 | 573 | 270 | 419 | 360 | 245 | 116 | 203 | 120 | 291 | 191 |
| 208 | 99 | CS | 27 | C | 18.9 | 28 | 1671 | 1904 | 378 | 325 | 101 | 797 | 368 | 566 | 478 | 320 | 186 | 586 | 284 | 438 | 374 | 248 | 107 | 216 | 120 | 306 | 205 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 14–20, 1988

| PROGRAM NAME / DAY / TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 48 HOURS | | | | A | 9.9 | 15 | 877 | 1615 | 247 | 179 | 96 | 764 | 182 | 350 | 365 | 353 | 343 | 651 | 172 | 342 | 350 | 322 | 260 | 59^ | 24^ | 141 | 64^ |
| THU 8.00P | 60 | CBS | 2 | B | 11.4 | 17 | 1006 | 1599 | 247 | 180 | 76 | 767 | 180 | 349 | 355 | 356 | 356 | 623 | 148 | 314 | 322 | 308 | 262 | 77 | 35^ | 132 | 69 |
| 190 | 89 | DN | 2 | C | 11.4 | 17 | 1006 | 1599 | 247 | 180 | 76 | 767 | 180 | 349 | 355 | 356 | 356 | 623 | 148 | 314 | 322 | 308 | 262 | 77 | 35^ | 132 | 69 |
| MIAMI | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 9.2 | 14 | 815 | 1574 | 216 | 153 | 91 | 751 | 168 | 327 | 346 | 331 | 356 | 620 | 151 | 313 | 328 | 315 | 259 | 65^ | 31^ | 138 | 69^ |
| 8.30 - 9.00 | | | | A | 10.7 | 16 | 948 | 1635 | 271 | 200 | 100 | 769 | 193 | 367 | 378 | 368 | 329 | 671 | 188 | 365 | 365 | 325 | 260 | 53^ | 18^ | 142 | 58^ |
| FRANK'S PLACE | | | | A | 9.9 | 16 | 877 | 1583 | 289 | 230 | 73 | 796 | 232 | 432 | 446 | 369 | 306 | 567 | 233 | 349 | 344 | 216 | 171 | 97 | 62^ | 124 | 70^ |
| TUE 9.30P | 30 | CBS | 1 | B | 9.9 | 16 | 877 | 1583 | 289 | 230 | 73 | 796 | 232 | 432 | 446 | 369 | 306 | 567 | 233 | 349 | 344 | 216 | 171 | 97 | 62^ | 124 | 70^ |
| 209 | 98 | CS | 1 | C | 9.9 | 16 | 877 | 1583 | 289 | 230 | 73 | 796 | 232 | 432 | 446 | 369 | 306 | 567 | 233 | 349 | 344 | 216 | 171 | 97 | 62^ | 124 | 70^ |
| FULL HOUSE | | | | A | 12.0 | 21 | 1063 | 1778 | 296 | 229 | 91 | 781 | 268 | 448 | 422 | 318 | 277 | 417 | 173 | 253 | 253 | 168 | 124 | 204 | 131 | 376 | 253 |
| FRI 8.30P | 30 | ABC | 3 | B | 12.9 | 22 | 1140 | 1768 | 313 | 256 | 107 | 771 | 294 | 478 | 445 | 323 | 242 | 416 | 166 | 259 | 256 | 185 | 119 | 186 | 116 | 395 | 255 |
| 187 | 95 | CS | 3 | C | 12.9 | 22 | 1140 | 1768 | 313 | 256 | 107 | 771 | 294 | 478 | 445 | 323 | 242 | 416 | 166 | 259 | 256 | 185 | 119 | 186 | 116 | 395 | 255 |
| GARFIELD GOES HOLLYWOOD(S,R) | | | | A | 11.1 | 17 | 983 | 1879 | 212 | 190 | 109 | 628 | 296 | 440 | 364 | 219 | 175 | 476 | 193 | 333 | 311 | 231 | 111 | 180 | 70 | 594 | 363 |
| WED 8.00P | 30 | CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 200 | 96 | EA | | | | | | | | | | | | | | | | | | | | | | | | | |
| GARRY SHANDLING SHOW | | | | A | 4.4 | 7 | 390 | 1746 | 245 | 210 | 82^ | 640 | 330 | 498 | 396 | 239 | 110^ | 560 | 262 | 458 | 427 | 270 | 62^ | 253 | 132^ | 294 | 226 |
| SUN 9.00P | 30 | FOX | 3 | B | 4.6 | 7 | 408 | 1710 | 281 | 242 | 95 | 640 | 353 | 500 | 389 | 230 | 110 | 584 | 322 | 479 | 364 | 222 | 78^ | 218 | 112 | 268 | 185 |
| 117 | 83 | CS | 3 | C | 4.6 | 7 | 408 | 1710 | 281 | 242 | 95 | 640 | 353 | 500 | 389 | 230 | 110 | 584 | 322 | 479 | 364 | 222 | 78^ | 218 | 112 | 268 | 185 |
| GOLDEN GIRLS | | | | A | 22.5 | 38 | 1994 | 1751 | 335 | 248 | 56 | 862 | 224 | 427 | 383 | 387 | 387 | 491 | 140 | 263 | 238 | 250 | 200 | 147 | 94 | 250 | 172 |
| SAT 9.00P | 30 | NBC | 12 | B | 22.6 | 37 | 2002 | 1761 | 326 | 238 | 73 | 892 | 251 | 431 | 402 | 381 | 400 | 495 | 154 | 263 | 244 | 221 | 197 | 141 | 89 | 232 | 161 |
| 212 | 99 | CS | 26 | C | 22.3 | 38 | 1972 | 1730 | 317 | 231 | 67 | 895 | 240 | 414 | 392 | 379 | 422 | 486 | 144 | 249 | 236 | 218 | 204 | 134 | 84 | 214 | 149 |
| GROWING PAINS(R) | | | | A | 19.2 | 30 | 1701 | 1712 | 320 | 277 | 90 | 733 | 311 | 486 | 408 | 292 | 211 | 498 | 217 | 357 | 295 | 227 | 115 | 215 | 114 | 267 | 169 |
| WED 8.00P | 30 | ABC | 2 | B | 19.6 | 31 | 1737 | 1762 | 317 | 272 | 100 | 742 | 328 | 498 | 427 | 292 | 205 | 482 | 220 | 351 | 296 | 211 | 104 | 246 | 127 | 291 | 183 |
| 215 | 98 | CS | 2 | C | 19.6 | 31 | 1737 | 1762 | 317 | 272 | 100 | 742 | 328 | 498 | 427 | 292 | 205 | 482 | 220 | 351 | 296 | 211 | 104 | 246 | 127 | 291 | 183 |
| HEAD OF THE CLASS(R) | | | | A | 16.9 | 26 | 1497 | 1693 | 330 | 284 | 95 | 731 | 317 | 503 | 426 | 302 | 190 | 491 | 219 | 384 | 330 | 234 | 87 | 234 | 117 | 238 | 144 |
| WED 8.30P | 30 | ABC | 10 | B | 17.4 | 27 | 1544 | 1780 | 321 | 276 | 106 | 735 | 345 | 515 | 447 | 283 | 177 | 502 | 251 | 385 | 332 | 209 | 90 | 220 | 114 | 322 | 214 |
| 213 | 99 | CS | 22 | C | 16.8 | 26 | 1490 | 1739 | 328 | 277 | 103 | 741 | 336 | 503 | 438 | 287 | 195 | 489 | 238 | 364 | 315 | 202 | 97 | 212 | 111 | 297 | 195 |
| HIGH MOUNTAIN RANGERS(R) | | | | A | 9.8 | 17 | 868 | 1769 | 284 | 213 | 75 | 765 | 193 | 384 | 371 | 361 | 328 | 629 | 190 | 360 | 354 | 301 | 205 | 130 | 47^ | 245 | 149 |
| SAT 8.00P | 60 | CBS | 11 | B | 11.6 | 19 | 1027 | 1880 | 306 | 216 | 57 | 833 | 188 | 399 | 412 | 426 | 369 | 728 | 196 | 377 | 379 | 375 | 290 | 110 | 48 | 209 | 129 |
| 197 | 93 | A | 11 | C | 11.6 | 19 | 1027 | 1880 | 306 | 216 | 57 | 833 | 188 | 399 | 412 | 426 | 369 | 728 | 196 | 377 | 379 | 375 | 290 | 110 | 48 | 209 | 129 |
| 8.00 - 8.30 | | | | A | 9.4 | 17 | 833 | 1758 | 278 | 212 | 67^ | 766 | 178 | 372 | 358 | 364 | 345 | 643 | 187 | 357 | 351 | 310 | 217 | 126 | 46^ | 223 | 138 |
| 8.30 - 9.00 | | | | A | 10.2 | 18 | 904 | 1779 | 290 | 214 | 83 | 764 | 207 | 395 | 383 | 358 | 312 | 617 | 193 | 362 | 357 | 293 | 194 | 134 | 48^ | 265 | 159 |
| HIGHWAY TO HEAVEN | | | | A | 14.5 | 23 | 1285 | 1687 | 302 | 227 | 67 | 892 | 212 | 436 | 427 | 437 | 385 | 528 | 162 | 290 | 247 | 241 | 207 | 122 | 66 | 145 | 95 |
| WED 9.00P | 60 | NBC | 11 | B | 15.3 | 24 | 1352 | 1727 | 295 | 215 | 64 | 898 | 190 | 406 | 409 | 435 | 422 | 534 | 139 | 268 | 256 | 267 | 228 | 122 | 64 | 173 | 106 |
| 200 | 97 | GD | 23 | C | 14.7 | 23 | 1304 | 1730 | 292 | 212 | 63 | 885 | 187 | 396 | 405 | 429 | 419 | 530 | 132 | 256 | 248 | 269 | 236 | 124 | 61 | 191 | 119 |
| 9.00 - 9.30 | | | | A | 14.6 | 23 | 1294 | 1700 | 295 | 221 | 63 | 891 | 204 | 421 | 409 | 430 | 400 | 517 | 155 | 276 | 234 | 237 | 210 | 136 | 75 | 155 | 102 |
| 9.30 - 10.00 | | | | A | 14.3 | 23 | 1267 | 1686 | 311 | 234 | 71 | 900 | 221 | 454 | 447 | 448 | 372 | 542 | 170 | 305 | 263 | 247 | 205 | 109 | 58 | 136 | 89 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| HIGHWAYMAN | | A | 10.4 | 18 | 921 | 1685 | 238 | 194 | 64^ | 631 | 201 | 369 | 337 | 294 | 217 | 621 | 232 | 392 | 331 | 264 | 194 | 185 | 67^ | 248 | 174 |
| FRI 8.00P 60 NBC | 3 | B | 11.7 | 20 | 1040 | 1726 | 218 | 180 | 68 | 649 | 190 | 375 | 349 | 320 | 232 | 656 | 239 | 412 | 371 | 292 | 200 | 185 | 52 | 237 | 152 |
| 197 97 A | 3 | C | 11.7 | 20 | 1040 | 1726 | 218 | 180 | 68 | 649 | 190 | 375 | 349 | 320 | 232 | 656 | 239 | 412 | 371 | 292 | 200 | 185 | 52 | 237 | 152 |
| 8.00 - 8.30 | | A | 9.9 | 18 | 877 | 1663 | 233 | 187 | 61^ | 625 | 189 | 356 | 327 | 295 | 223 | 612 | 214 | 371 | 312 | 262 | 207 | 195 | 76 | 231 | 164 |
| 8.30 - 9.00 | | A | 10.9 | 19 | 966 | 1705 | 243 | 200 | 67 | 637 | 212 | 380 | 346 | 293 | 212 | 629 | 248 | 411 | 347 | 265 | 183 | 175 | 58^ | 264 | 183 |
| HOOPERMAN | | A | 13.6 | 21 | 1205 | 1648 | 320 | 274 | 94 | 723 | 305 | 493 | 432 | 308 | 200 | 534 | 245 | 426 | 364 | 253 | 83 | 199 | 73 | 192 | 119 |
| WED 9.00P 30 ABC | 10 | B | 14.5 | 22 | 1280 | 1689 | 306 | 253 | 102 | 750 | 288 | 478 | 443 | 342 | 222 | 554 | 223 | 382 | 337 | 264 | 138 | 168 | 85 | 218 | 145 |
| 218 99 OP | 21 | C | 15.4 | 24 | 1366 | 1669 | 312 | 254 | 97 | 763 | 289 | 474 | 440 | 342 | 238 | 546 | 218 | 365 | 328 | 255 | 147 | 156 | 79 | 204 | 134 |
| HOTEL | | A | 7.4 | 12 | 656 | 1566 | 275 | 223 | 41^ | 859 | 202 | 401 | 415 | 395 | 387 | 447 | 137 | 252 | 219 | 211 | 181 | 139 | 89^ | 120 | 83^ |
| THU 9.00P 60 ABC | 2 | B | 7.5 | 12 | 660 | 1533 | 294 | 234 | 48^ | 872 | 194 | 411 | 429 | 419 | 390 | 439 | 132 | 221 | 199 | 205 | 198 | 112 | 71 | 110 | 78 |
| 197 97 GD | 2 | C | 7.5 | 12 | 660 | 1533 | 294 | 234 | 48^ | 872 | 194 | 411 | 429 | 419 | 390 | 439 | 132 | 221 | 199 | 205 | 198 | 112 | 71 | 110 | 78 |
| 9.00 - 9.30 | | A | 7.4 | 12 | 656 | 1591 | 281 | 226 | 44^ | 855 | 210 | 398 | 412 | 385 | 387 | 443 | 137 | 258 | 221 | 207 | 176 | 159 | 101 | 135 | 100 |
| 9.30 - 10.00 | | A | 7.3 | 12 | 647 | 1562 | 273 | 223 | 39^ | 875 | 197 | 410 | 424 | 411 | 392 | 457 | 140 | 249 | 220 | 218 | 189 | 122 | 78^ | 107 | 68^ |
| HUNTER | | A | 16.3 | 31 | 1444 | 1692 | 309 | 231 | 57 | 777 | 209 | 418 | 401 | 399 | 305 | 604 | 175 | 325 | 325 | 317 | 235 | 125 | 78 | 185 | 127 |
| SAT 10.00P 60 NBC | 2 | B | 16.9 | 32 | 1493 | 1703 | 309 | 239 | 66 | 797 | 228 | 446 | 408 | 405 | 300 | 601 | 186 | 334 | 317 | 309 | 222 | 129 | 79 | 175 | 125 |
| 207 99 OP | 2 | C | 16.9 | 32 | 1493 | 1703 | 309 | 239 | 66 | 797 | 228 | 446 | 408 | 405 | 300 | 601 | 186 | 334 | 317 | 309 | 222 | 129 | 79 | 175 | 125 |
| 10.00 - 10.30 | | A | 16.1 | 30 | 1426 | 1699 | 316 | 235 | 53 | 786 | 211 | 419 | 401 | 401 | 314 | 597 | 181 | 325 | 324 | 305 | 231 | 123 | 77 | 193 | 136 |
| 10.30 - 11.00 | | A | 16.4 | 32 | 1453 | 1696 | 303 | 227 | 61 | 774 | 209 | 419 | 404 | 401 | 299 | 615 | 171 | 327 | 328 | 330 | 241 | 128 | 79 | 179 | 119 |
| INHERIT THE WIND(S) | | A | 18.0 | 29 | 1595 | 1654 | 337 | 249 | 70 | 864 | 217 | 443 | 467 | 433 | 345 | 640 | 176 | 359 | 364 | 338 | 224 | 79 | 39^ | 71 | 47 |
| SUN 9.00P 120 NBC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 202 99 GD | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | A | 18.0 | 27 | 1595 | 1675 | 332 | 250 | 74 | 860 | 219 | 451 | 482 | 428 | 334 | 615 | 183 | 361 | 349 | 317 | 208 | 93 | 44 | 106 | 70 |
| 9.30 - 10.00 | | A | 18.1 | 28 | 1604 | 1663 | 349 | 258 | 70 | 883 | 214 | 453 | 482 | 447 | 353 | 641 | 174 | 351 | 364 | 339 | 229 | 69 | 33^ | 70 | 48 |
| 10.00 - 10.30 | | A | 17.9 | 29 | 1586 | 1640 | 331 | 241 | 72 | 856 | 217 | 431 | 450 | 426 | 348 | 645 | 174 | 353 | 364 | 341 | 230 | 77 | 41 | 62 | 42 |
| 10.30 - 11.00 | | A | 18.1 | 31 | 1604 | 1626 | 332 | 246 | 64 | 852 | 217 | 435 | 450 | 428 | 342 | 654 | 173 | 368 | 379 | 354 | 226 | 76 | 40 | 43 | 27^ |
| IN THE HEAT OF THE NIGHT | | A | 17.9 | 28 | 1586 | 1619 | 279 | 188 | 57 | 816 | 169 | 363 | 378 | 431 | 377 | 636 | 140 | 285 | 285 | 335 | 299 | 86 | 40^ | 81 | 48 |
| TUE 9.00P 60 NBC | 1 | B | 17.9 | 28 | 1586 | 1619 | 279 | 188 | 57 | 816 | 169 | 363 | 378 | 431 | 377 | 636 | 140 | 285 | 285 | 335 | 299 | 86 | 40^ | 81 | 48 |
| 200 98 OP | 1 | C | 17.9 | 28 | 1586 | 1619 | 279 | 188 | 57 | 816 | 169 | 363 | 378 | 431 | 377 | 636 | 140 | 285 | 285 | 335 | 299 | 86 | 40^ | 81 | 48 |
| 9.00 - 9.30 | | A | 17.7 | 27 | 1568 | 1609 | 275 | 181 | 52 | 820 | 167 | 352 | 374 | 427 | 388 | 622 | 136 | 272 | 272 | 320 | 301 | 85 | 36^ | 83 | 51 |
| 9.30 - 10.00 | | A | 18.1 | 29 | 1604 | 1629 | 283 | 195 | 61 | 812 | 171 | 373 | 382 | 436 | 365 | 649 | 144 | 298 | 297 | 350 | 297 | 88 | 43 | 80 | 46 |
| JAKE AND THE FATMAN | | A | 13.5 | 21 | 1196 | 1619 | 280 | 212 | 83 | 739 | 202 | 384 | 365 | 363 | 313 | 574 | 141 | 271 | 264 | 285 | 259 | 94 | 35^ | 211 | 130 |
| WED 9.00P 60 CBS | 1 | B | 13.5 | 21 | 1196 | 1619 | 280 | 212 | 83 | 739 | 202 | 384 | 365 | 363 | 313 | 574 | 141 | 271 | 264 | 285 | 259 | 94 | 35^ | 211 | 130 |
| 199 94 OP | 1 | C | 13.5 | 21 | 1196 | 1619 | 280 | 212 | 83 | 739 | 202 | 384 | 365 | 363 | 313 | 574 | 141 | 271 | 264 | 285 | 259 | 94 | 35^ | 211 | 130 |
| 9.00 - 9.30 | | A | 13.0 | 21 | 1152 | 1657 | 281 | 215 | 87 | 739 | 213 | 385 | 368 | 352 | 311 | 562 | 134 | 260 | 252 | 281 | 261 | 95 | 31^ | 262 | 160 |
| 9.30 - 10.00 | | A | 13.9 | 22 | 1232 | 1595 | 280 | 211 | 80 | 745 | 193 | 387 | 365 | 375 | 316 | 590 | 148 | 284 | 276 | 291 | 260 | 95 | 39^ | 165 | 104 |
| KATE & ALLIE | | A | 14.0 | 21 | 1240 | 1544 | 302 | 220 | 67 | 895 | 266 | 432 | 397 | 375 | 404 | 426 | 106 | 184 | 189 | 188 | 215 | 88 | 56 | 135 | 70 |
| MON 8.00P 30 CBS | 10 | B | 14.3 | 21 | 1266 | 1561 | 338 | 255 | 75 | 875 | 261 | 437 | 407 | 377 | 382 | 467 | 139 | 226 | 221 | 211 | 209 | 91 | 59 | 129 | 79 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)



| PROGRAM NAME / DAY / TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KATE & ALLIE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 209 | 99 | CS | 13 | C | 14.6 | 22 | 1292 | 1566 | 341 | 255 | 76 | 868 | 259 | 437 | 408 | 378 | 377 | 474 | 140 | 233 | 230 | 216 | 207 | 92 | 60 | 132 | 82 |
| KNOTS LANDING | | | | A | 15.4 | 27 | 1364 | 1520 | 355 | 288 | 89 | 905 | 302 | 527 | 478 | 396 | 333 | 434 | 172 | 271 | 243 | 182 | 137 | 88 | 58 | 92 | 60 |
| THU 10.00P | 60 | CBS | 11 | B | 16.3 | 27 | 1443 | 1565 | 374 | 301 | 84 | 936 | 321 | 540 | 480 | 402 | 346 | 428 | 162 | 262 | 235 | 185 | 138 | 96 | 59 | 104 | 62 |
| 199 | 94 | GD | 23 | C | 15.7 | 26 | 1392 | 1546 | 375 | 300 | 86 | 927 | 321 | 532 | 474 | 395 | 342 | 430 | 171 | 265 | 240 | 183 | 137 | 89 | 51 | 100 | 63 |
| 10.00 - 10.30 | | | | A | 15.2 | 26 | 1347 | 1520 | 352 | 286 | 86 | 896 | 292 | 519 | 467 | 394 | 335 | 437 | 173 | 274 | 240 | 180 | 139 | 91 | 57 | 97 | 61 |
| 10.30 - 11.00 | | | | A | 15.5 | 28 | 1373 | 1529 | 359 | 293 | 94 | 919 | 313 | 539 | 492 | 401 | 333 | 435 | 172 | 270 | 247 | 184 | 136 | 87 | 59 | 88 | 59 |
| L.A. LAW(R) | | | | A | 16.7 | 29 | 1480 | 1572 | 299 | 241 | 109 | 756 | 279 | 499 | 439 | 365 | 225 | 592 | 224 | 384 | 369 | 274 | 163 | 127 | 71 | 97 | 41^ |
| THU 10.00P | 60 | NBC | 10 | B | 18.8 | 31 | 1666 | 1587 | 338 | 274 | 99 | 793 | 293 | 511 | 475 | 377 | 231 | 598 | 227 | 396 | 373 | 289 | 161 | 107 | 57 | 89 | 48 |
| 212 | 99 | GD | 20 | C | 18.6 | 32 | 1650 | 1588 | 338 | 271 | 101 | 793 | 297 | 508 | 475 | 372 | 234 | 611 | 232 | 402 | 377 | 295 | 168 | 99 | 55 | 85 | 46 |
| 10.00 - 10.30 | | | | A | 17.6 | 30 | 1559 | 1578 | 293 | 236 | 110 | 750 | 277 | 491 | 431 | 361 | 227 | 578 | 223 | 377 | 360 | 264 | 159 | 139 | 75 | 111 | 49 |
| 10.30 - 11.00 | | | | A | 15.9 | 29 | 1409 | 1555 | 303 | 244 | 108 | 758 | 280 | 504 | 445 | 368 | 222 | 604 | 224 | 390 | 378 | 283 | 166 | 113 | 66 | 80 | 32^ |
| MACGYVER | | | | A | 15.4 | 23 | 1364 | 1820 | 273 | 210 | 73 | 752 | 205 | 407 | 413 | 367 | 272 | 690 | 213 | 380 | 384 | 319 | 250 | 181 | 79 | 197 | 117 |
| MON 8.00P | 60 | ABC | 7 | B | 13.9 | 21 | 1234 | 1761 | 263 | 204 | 74 | 744 | 200 | 406 | 386 | 370 | 288 | 667 | 202 | 377 | 371 | 334 | 231 | 153 | 64 | 197 | 121 |
| 207 | 97 | A | 19 | C | 13.0 | 20 | 1151 | 1699 | 258 | 199 | 65 | 722 | 193 | 378 | 358 | 359 | 296 | 663 | 207 | 369 | 353 | 323 | 235 | 137 | 61 | 177 | 104 |
| 8.00 - 8.30 | | | | A | 14.5 | 22 | 1285 | 1826 | 272 | 207 | 67 | 762 | 195 | 404 | 417 | 376 | 285 | 688 | 210 | 372 | 379 | 314 | 258 | 179 | 77 | 197 | 118 |
| 8.30 - 9.00 | | | | A | 16.3 | 25 | 1444 | 1815 | 273 | 213 | 78 | 743 | 214 | 410 | 410 | 359 | 261 | 691 | 216 | 388 | 389 | 323 | 244 | 183 | 82 | 198 | 115 |
| MARRIED...WITH CHILDREN(R) | | | | A | 5.0 | 7 | 443 | 1777 | 338 | 304 | 93^ | 678 | 320 | 536 | 439 | 288 | 104^ | 633 | 352 | 553 | 486 | 269 | 50^ | 230 | 113^ | 236 | 137^ |
| SUN 8.30P | 30 | FOX | 12 | B | 4.7 | 7 | 420 | 1897 | 316 | 286 | 115 | 673 | 377 | 530 | 434 | 243 | 116 | 688 | 420 | 589 | 439 | 236 | 69 | 219 | 91 | 318 | 217 |
| 118 | 84 | CS | 22 | C | 4.5 | 7 | 395 | 1933 | 325 | 291 | 106 | 677 | 374 | 536 | 425 | 252 | 110 | 697 | 420 | 592 | 454 | 245 | 76 | 238 | 101 | 321 | 211 |
| MATLOCK | | | | A | 18.5 | 28 | 1639 | 1659 | 264 | 164 | 55 | 894 | 141 | 340 | 378 | 457 | 469 | 587 | 92 | 212 | 229 | 297 | 333 | 79 | 38^ | 99 | 60 |
| TUE 8.00P | 60 | NBC | 12 | B | 18.4 | 27 | 1633 | 1665 | 264 | 180 | 52 | 896 | 135 | 336 | 367 | 451 | 489 | 602 | 98 | 231 | 246 | 307 | 323 | 72 | 37 | 95 | 58 |
| 202 | 98 | GD | 22 | C | 17.8 | 27 | 1573 | 1639 | 254 | 167 | 50 | 886 | 130 | 316 | 352 | 443 | 497 | 598 | 100 | 229 | 242 | 302 | 323 | 66 | 32 | 90 | 52 |
| 8.00 - 8.30 | | | | A | 17.5 | 27 | 1551 | 1669 | 259 | 159 | 50 | 903 | 137 | 342 | 384 | 462 | 475 | 581 | 84 | 206 | 229 | 295 | 334 | 80 | 39^ | 105 | 68 |
| 8.30 - 9.00 | | | | A | 19.4 | 29 | 1719 | 1657 | 269 | 168 | 60 | 891 | 145 | 340 | 376 | 455 | 465 | 595 | 100 | 219 | 231 | 301 | 335 | 77 | 37^ | 93 | 53 |
| MIAMI VICE | | | | A | 13.8 | 23 | 1223 | 1654 | 257 | 225 | 95 | 652 | 272 | 457 | 379 | 292 | 165 | 697 | 317 | 488 | 419 | 286 | 182 | 141 | 49^ | 164 | 94 |
| FRI 9.00P | 60 | NBC | 11 | B | 13.6 | 22 | 1203 | 1753 | 324 | 280 | 103 | 746 | 292 | 511 | 447 | 351 | 198 | 665 | 287 | 456 | 411 | 293 | 165 | 144 | 68 | 198 | 117 |
| 206 | 99 | OP | 22 | C | 13.8 | 23 | 1224 | 1771 | 326 | 276 | 101 | 754 | 298 | 511 | 450 | 350 | 207 | 661 | 281 | 448 | 413 | 297 | 167 | 141 | 71 | 214 | 125 |
| 9.00 - 9.30 | | | | A | 13.4 | 22 | 1187 | 1649 | 257 | 221 | 92 | 650 | 269 | 446 | 372 | 285 | 174 | 681 | 306 | 471 | 406 | 277 | 183 | 143 | 50^ | 175 | 97 |
| 9.30 - 10.00 | | | | A | 14.1 | 23 | 1249 | 1670 | 258 | 230 | 98 | 658 | 277 | 471 | 388 | 300 | 157 | 717 | 330 | 507 | 434 | 297 | 183 | 140 | 48^ | 155 | 92 |
| MR. BELVEDERE | | | | A | 11.6 | 19 | 1028 | 1726 | 250 | 188 | 79 | 723 | 256 | 422 | 381 | 316 | 258 | 411 | 158 | 254 | 257 | 183 | 129 | 198 | 141 | 395 | 290 |
| FRI 9.00P | 30 | ABC | 3 | B | 11.6 | 19 | 1031 | 1737 | 279 | 229 | 94 | 726 | 262 | 449 | 403 | 331 | 238 | 424 | 157 | 261 | 253 | 199 | 128 | 198 | 122 | 389 | 273 |
| 185 | 93 | CS | 3 | C | 11.6 | 19 | 1031 | 1737 | 279 | 229 | 94 | 726 | 262 | 449 | 403 | 331 | 238 | 424 | 157 | 261 | 253 | 199 | 128 | 198 | 122 | 389 | 273 |
| MR. PRESIDENT(R) | | | | A | 1.7 | 3 | 151 | 1719 | 309^ | 275^ | 30v | 544 | 312^ | 427 | 335^ | 177^ | 114^ | 531 | 315^ | 452 | 395^ | 184^ | 76v | 210^ | 104v | 434 | 320^ |
| SAT 9.30P | 30 | FOX | 10 | B | 1.9 | 3 | 165 | 1755 | 256 | 204 | 66^ | 586 | 268 | 400 | 343 | 242 | 163^ | 588 | 293 | 449 | 385 | 245 | 101^ | 223 | 112^ | 359 | 266 |
| 111 | 78 | CS | 10 | C | 1.9 | 3 | 165 | 1755 | 256 | 204 | 66^ | 586 | 268 | 400 | 343 | 242 | 163^ | 588 | 293 | 449 | 385 | 245 | 101^ | 223 | 112^ | 359 | 266 |
| MOONLIGHTING | | | | A | 14.7 | 23 | 1302 | 1685 | 376 | 341 | 116 | 750 | 390 | 601 | 511 | 301 | 114 | 488 | 249 | 393 | 342 | 207 | 73 | 215 | 123 | 232 | 167 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 14-20, 1988

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MOONLIGHTING-CONT'D TUE | 9.00P | 60 | ABC | 9 | B | 17.6 | 27 | 1560 | 1698 | 385 | 344 | 134 | 794 | 433 | 630 | 527 | 291 | 129 | 490 | 277 | 407 | 351 | 185 | 57 | 206 | 120 | 208 | 134 |
| | 218 | 99 | PD | 18 | C | 18.9 | 29 | 1677 | 1692 | 379 | 337 | 132 | 785 | 421 | 612 | 513 | 287 | 139 | 498 | 281 | 407 | 342 | 186 | 66 | 201 | 115 | 207 | 133 |
| | 9.00 - 9.30 | | | | A | 15.6 | 24 | 1382 | 1718 | 370 | 333 | 117 | 750 | 388 | 590 | 509 | 297 | 121 | 496 | 253 | 402 | 345 | 209 | 75 | 222 | 125 | 250 | 177 |
| | 9.30 - 10.00 | | | | A | 13.9 | 22 | 1232 | 1635 | 381 | 348 | 115 | 744 | 390 | 609 | 509 | 303 | 104 | 474 | 243 | 380 | 336 | 202 | 69 | 206 | 121 | 211 | 155 |
| MURDER, SHE WROTE(R) SUN | 8.00P | 60 | CBS | 11 | A | 20.4 | 30 | 1807 | 1644 | 297 | 175 | 32^ | 924 | 135 | 334 | 369 | 468 | 510 | 596 | 91 | 206 | 229 | 293 | 338 | 52 | 31^ | 72 | 46 |
| | 205 | 99 | SM | 26 | B | 20.1 | 29 | 1783 | 1634 | 318 | 203 | 37 | 914 | 133 | 340 | 378 | 469 | 498 | 596 | 87 | 216 | 244 | 310 | 329 | 52 | 25 | 72 | 43 |
| | | | | | C | 20.3 | 30 | 1801 | 1610 | 314 | 200 | 41 | 900 | 134 | 332 | 366 | 454 | 495 | 589 | 95 | 223 | 246 | 304 | 318 | 53 | 26 | 68 | 41 |
| | 8.00 - 8.30 | | | | A | 20.2 | 31 | 1790 | 1636 | 300 | 177 | 30^ | 921 | 133 | 332 | 362 | 461 | 512 | 592 | 87 | 203 | 227 | 291 | 336 | 51 | 30^ | 72 | 47 |
| | 8.30 - 9.00 | | | | A | 20.6 | 30 | 1825 | 1652 | 295 | 174 | 33^ | 928 | 136 | 336 | 376 | 475 | 507 | 599 | 95 | 208 | 231 | 294 | 340 | 54 | 32^ | 71 | 45 |
| MY SISTER SAM TUE | 8.30P | 30 | CBS | 1 | A | 7.3 | 11 | 647 | 1661 | 277 | 219 | 86^ | 779 | 301 | 407 | 366 | 272 | 322 | 541 | 213 | 350 | 319 | 250 | 157 | 83^ | 54^ | 257 | 129 |
| | 208 | 99 | CS | 1 | B | 7.3 | 11 | 647 | 1661 | 277 | 219 | 86^ | 779 | 301 | 407 | 366 | 272 | 322 | 541 | 213 | 350 | 319 | 250 | 157 | 83^ | 54^ | 257 | 129 |
| | | | | | C | 7.3 | 11 | 647 | 1661 | 277 | 219 | 86^ | 779 | 301 | 407 | 366 | 272 | 322 | 541 | 213 | 350 | 319 | 250 | 157 | 83^ | 54^ | 257 | 129 |
| MY TWO DADS SPECIAL(S) SAT | 8.30P | 30 | NBC | | A | 15.1 | 26 | 1338 | 1783 | 291 | 230 | 50 | 773 | 244 | 417 | 350 | 308 | 314 | 469 | 187 | 306 | 275 | 212 | 137 | 213 | 124 | 327 | 221 |
| | 200 | 98 | CS | | | | | | | | | | | | | | | | | | | | | | | | | |

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NBC MONDAY NIGHT MOVIES MON | 9.00P | 120 | NBC | 10 | A | 13.3 | 22 | 1178 | 1630 | 304 | 222 | 53^ | 806 | 200 | 413 | 399 | 427 | 333 | 548 | 138 | 298 | 304 | 313 | 208 | 146 | 77 | 130 | 88 |
| | 200 | 98 | FF | 23 | B | 16.8 | 26 | 1489 | 1697 | 329 | 263 | 85 | 830 | 276 | 506 | 462 | 402 | 270 | 535 | 178 | 329 | 314 | 275 | 163 | 169 | 87 | 163 | 103 |
| | | | | | C | 16.9 | 27 | 1502 | 1653 | 331 | 263 | 85 | 850 | 278 | 501 | 457 | 402 | 291 | 501 | 169 | 307 | 288 | 251 | 158 | 149 | 82 | 153 | 95 |
| DANGER DOWN UNDER | 9.00 - 9.30 | | | | A | 13.8 | 21 | 1223 | 1665 | 291 | 214 | 59 | 787 | 211 | 397 | 381 | 399 | 327 | 533 | 132 | 293 | 301 | 307 | 200 | 154 | 90 | 192 | 135 |
| | 9.30 - 10.00 | | | | A | 13.9 | 22 | 1232 | 1615 | 306 | 227 | 51^ | 809 | 199 | 414 | 401 | 428 | 333 | 536 | 134 | 294 | 304 | 308 | 202 | 139 | 76 | 130 | 92 |
| | 10.00 - 10.30 | | | | A | 13.0 | 21 | 1152 | 1621 | 311 | 221 | 54^ | 816 | 188 | 416 | 406 | 446 | 342 | 554 | 140 | 301 | 303 | 316 | 212 | 145 | 71 | 107 | 68 |
| | 10.30 - 11.00 | | | | A | 12.4 | 22 | 1099 | 1629 | 311 | 225 | 48^ | 820 | 203 | 429 | 411 | 441 | 334 | 576 | 149 | 309 | 311 | 325 | 223 | 145 | 72 | 87 | 55^ |
| NEWHART MON | 9.00P | 30 | CBS | 11 | A | 17.5 | 27 | 1551 | 1583 | 318 | 249 | 78 | 805 | 280 | 470 | 455 | 341 | 288 | 542 | 178 | 340 | 348 | 270 | 162 | 104 | 59 | 131 | 85 |
| | 209 | 99 | CS | 24 | B | 16.0 | 23 | 1421 | 1615 | 337 | 274 | 92 | 820 | 293 | 479 | 448 | 345 | 296 | 566 | 199 | 355 | 345 | 273 | 176 | 96 | 49 | 133 | 81 |
| | | | | | C | 16.6 | 25 | 1473 | 1609 | 358 | 287 | 99 | 836 | 301 | 488 | 459 | 352 | 296 | 539 | 197 | 341 | 327 | 255 | 167 | 100 | 56 | 134 | 83 |
| NIGHT COURT(R) THU | 9.30P | 30 | NBC | 11 | A | 20.9 | 33 | 1852 | 1625 | 303 | 262 | 118 | 750 | 325 | 529 | 471 | 327 | 185 | 538 | 252 | 390 | 350 | 219 | 121 | 164 | 76 | 172 | 98 |
| | 203 | 99 | CS | 21 | B | 21.9 | 34 | 1944 | 1698 | 352 | 300 | 112 | 801 | 334 | 542 | 479 | 343 | 213 | 562 | 245 | 404 | 360 | 252 | 125 | 161 | 79 | 174 | 106 |
| | | | | | C | 22.6 | 35 | 2003 | 1663 | 357 | 300 | 111 | 803 | 331 | 535 | 479 | 347 | 220 | 563 | 242 | 395 | 357 | 250 | 133 | 148 | 75 | 149 | 87 |
| OHARA(R) SAT | 9.00P | 60 | ABC | 7 | A | 8.5 | 14 | 753 | 1823 | 291 | 207 | 45^ | 838 | 130 | 396 | 454 | 470 | 361 | 671 | 128 | 345 | 359 | 382 | 257 | 120 | 71^ | 194 | 127 |
| | 187 | 95 | OP | 7 | B | 9.0 | 15 | 794 | 1705 | 294 | 224 | 63 | 787 | 171 | 397 | 413 | 420 | 329 | 661 | 157 | 355 | 362 | 355 | 254 | 94 | 42^ | 163 | 116 |
| | | | | | C | 9.0 | 15 | 794 | 1705 | 294 | 224 | 63 | 787 | 171 | 397 | 413 | 420 | 329 | 661 | 157 | 355 | 362 | 355 | 254 | 94 | 42^ | 163 | 116 |
| | 9.00 - 9.30 | | | | A | 8.1 | 14 | 718 | 1844 | 295 | 208 | 46^ | 844 | 120 | 399 | 463 | 480 | 362 | 672 | 136 | 359 | 359 | 380 | 249 | 122 | 72^ | 206 | 135 |
| | 9.30 - 10.00 | | | | A | 9.0 | 15 | 797 | 1784 | 285 | 203 | 43^ | 822 | 137 | 388 | 440 | 456 | 356 | 663 | 119 | 329 | 355 | 380 | 262 | 118 | 69^ | 181 | 118 |
| OLYMPIC DIARY-MON MON | 10.40P | 1 | ABC | 10 | A | 17.6 | 31 | 1559 | 1683 | 302 | 244 | 87 | 828 | 330 | 540 | 455 | 367 | 231 | 574 | 258 | 393 | 345 | 252 | 134 | 146 | 73 | 135 | 75 |
| CONT'D | | | | | B | 13.0 | 23 | 1154 | 1615 | 300 | 246 | 88 | 765 | 287 | 487 | 437 | 359 | 222 | 626 | 249 | 420 | 388 | 302 | 156 | 114 | 54 | 109 | 60 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY / TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OLYMPIC DIARY-MON-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 213 | 97 | SC | 24 | C | 13.0 | 21 | 1150 | 1649 | 271 | 216 | 71 | 721 | 232 | 415 | 381 | 351 | 257 | 660 | 235 | 408 | 382 | 319 | 197 | 125 | 58 | 143 | 82 |
| OLYMPIC DIARY-TUE | | | | A | 12.2 | 23 | 1081 | 1547 | 354 | 316 | 134 | 794 | 460 | 636 | 524 | 280 | 119 | 496 | 271 | 403 | 335 | 195 | 73 | 121 | 61 | 136 | 84 |
| TUE 10.42P | 1 | ABC | 10 | B | 12.2 | 22 | 1078 | 1546 | 357 | 320 | 155 | 808 | 457 | 653 | 553 | 286 | 121 | 514 | 278 | 419 | 380 | 208 | 60 | 112 | 66 | 111 | 62 |
| 214 | 96 | SC | 24 | C | 13.4 | 24 | 1190 | 1561 | 358 | 313 | 143 | 827 | 433 | 630 | 536 | 307 | 159 | 502 | 255 | 389 | 351 | 206 | 81 | 115 | 68 | 117 | 69 |
| OLYMPIC DIARY-WED | | | | A | 13.6 | 25 | 1205 | 1541 | 315 | 248 | 64 | 858 | 257 | 460 | 426 | 371 | 342 | 478 | 174 | 285 | 273 | 204 | 157 | 97 | 55 | 107 | 80 |
| WED 10.43P | 1 | ABC | 10 | B | 14.0 | 25 | 1241 | 1541 | 338 | 270 | 87 | 887 | 286 | 495 | 451 | 385 | 343 | 458 | 179 | 266 | 230 | 184 | 163 | 97 | 60 | 99 | 58 |
| 219 | 99 | SC | 23 | C | 14.3 | 25 | 1265 | 1541 | 337 | 269 | 84 | 886 | 283 | 486 | 446 | 381 | 352 | 454 | 173 | 266 | 241 | 193 | 155 | 97 | 57 | 104 | 66 |
| OLYMPIC DIARY-THU | | | | A | 6.4 | 11 | 567 | 1461 | 198 | 141 | 62^ | 804 | 189 | 412 | 437 | 412 | 312 | 544 | 130 | 289 | 279 | 308 | 234 | 58^ | 27v | 55^ | 24v |
| THU 10.41P | 1 | ABC | 10 | B | 9.0 | 15 | 796 | 1598 | 246 | 196 | 78 | 648 | 218 | 414 | 382 | 327 | 190 | 716 | 272 | 478 | 450 | 354 | 180 | 127 | 40 | 108 | 64 |
| 200 | 97 | SC | 23 | C | 9.7 | 17 | 856 | 1623 | 266 | 208 | 76 | 695 | 225 | 417 | 387 | 347 | 232 | 675 | 249 | 437 | 405 | 330 | 186 | 125 | 49 | 128 | 83 |
| OLYMPIC DIARY-FRI | | | | A | 11.5 | 22 | 1019 | 1579 | 253 | 182 | 84 | 779 | 202 | 385 | 425 | 393 | 318 | 627 | 172 | 336 | 369 | 317 | 229 | 74 | 46^ | 99 | 60^ |
| FRI 10.51P | 1 | ABC | 10 | B | 12.4 | 22 | 1097 | 1604 | 303 | 227 | 72 | 802 | 217 | 435 | 451 | 418 | 298 | 622 | 171 | 350 | 375 | 326 | 207 | 81 | 37 | 99 | 66 |
| 204 | 98 | SC | 25 | C | 12.5 | 23 | 1105 | 1605 | 300 | 223 | 83 | 804 | 230 | 439 | 440 | 403 | 299 | 623 | 183 | 360 | 373 | 313 | 205 | 83 | 38 | 94 | 58 |
| OLYMPIC DIARY-SAT 1 | | | | A | 10.3 | 20 | 913 | 1711 | 295 | 219 | 70 | 748 | 162 | 398 | 417 | 420 | 296 | 684 | 187 | 402 | 411 | 371 | 218 | 150 | 58^ | 129 | 100 |
| SAT 10.43P | 1 | ABC | 9 | B | 11.6 | 21 | 1027 | 1700 | 330 | 261 | 83 | 806 | 232 | 458 | 431 | 409 | 301 | 618 | 195 | 362 | 362 | 316 | 200 | 127 | 70 | 149 | 100 |
| 198 | 98 | SC | 23 | C | 9.9 | 19 | 876 | 1633 | 329 | 261 | 83 | 813 | 246 | 448 | 421 | 387 | 314 | 548 | 189 | 320 | 316 | 263 | 178 | 121 | 73 | 150 | 96 |
| OLYMPIC DIARY-SUN 1 | | | | A | 12.2 | 20 | 1081 | 1612 | 215 | 199 | 47^ | 595 | 192 | 378 | 352 | 281 | 191 | 778 | 297 | 526 | 483 | 370 | 192 | 140 | 42^ | 99 | 57^ |
| SUN 10.34P | 1 | ABC | 8 | B | 14.1 | 23 | 1250 | 1726 | 326 | 266 | 79 | 795 | 279 | 498 | 468 | 388 | 236 | 715 | 250 | 463 | 445 | 372 | 191 | 112 | 52 | 104 | 62 |
| 200 | 93 | SC | 21 | C | 12.1 | 20 | 1076 | 1711 | 328 | 258 | 84 | 817 | 245 | 470 | 457 | 412 | 282 | 675 | 214 | 417 | 407 | 362 | 198 | 108 | 51 | 111 | 71 |
| PERFECT STRANGERS | | | | A | 12.4 | 22 | 1099 | 1731 | 288 | 216 | 90 | 808 | 254 | 444 | 440 | 343 | 299 | 441 | 181 | 263 | 258 | 187 | 132 | 154 | 96 | 328 | 217 |
| FRI 8.00P | 30 | ABC | 3 | B | 13.0 | 23 | 1155 | 1729 | 291 | 230 | 107 | 791 | 277 | 458 | 440 | 340 | 273 | 455 | 174 | 274 | 262 | 208 | 142 | 145 | 86 | 338 | 216 |
| 194 | 96 | CS | 3 | C | 13.0 | 23 | 1155 | 1729 | 291 | 230 | 107 | 791 | 277 | 458 | 440 | 340 | 273 | 455 | 174 | 274 | 262 | 208 | 142 | 145 | 86 | 338 | 216 |
| PRESIDENTIAL PORTRAIT | | | | A | 11.9 | 20 | 1054 | 1552 | 311 | 246 | 74 | 820 | 216 | 454 | 446 | 400 | 316 | 524 | 203 | 315 | 282 | 215 | 176 | 108 | 58 | 101 | 51 |
| TUE&THU 9.58P | 1 | CBS | 26 | B | 13.0 | 20 | 1155 | 1587 | 320 | 242 | 69 | 857 | 234 | 445 | 429 | 409 | 356 | 522 | 156 | 282 | 271 | 254 | 204 | 94 | 47 | 113 | 67 |
| 199 | 95 | DO | 61 | C | 13.0 | 21 | 1155 | 1585 | 321 | 239 | 72 | 851 | 237 | 438 | 425 | 402 | 352 | 534 | 161 | 291 | 280 | 263 | 206 | 91 | 46 | 110 | 68 |
| PROBE | | | | A | 9.2 | 14 | 815 | 1663 | 262 | 208 | 60^ | 772 | 243 | 428 | 417 | 337 | 280 | 621 | 212 | 379 | 366 | 286 | 205 | 112 | 70^ | 157 | 97 |
| THU 8.00P | 60 | ABC | 2 | B | 8.7 | 13 | 771 | 1677 | 288 | 230 | 57^ | 780 | 225 | 435 | 421 | 373 | 279 | 617 | 208 | 377 | 375 | 296 | 201 | 110 | 64 | 170 | 110 |
| 202 | 98 | A | 2 | C | 8.7 | 13 | 771 | 1677 | 288 | 230 | 57^ | 780 | 225 | 435 | 421 | 373 | 279 | 617 | 208 | 377 | 375 | 296 | 201 | 110 | 64 | 170 | 110 |
| 8.00 - 8.30 | | | | A | 8.8 | 13 | 780 | 1611 | 259 | 204 | 61^ | 753 | 235 | 414 | 405 | 333 | 269 | 601 | 190 | 349 | 342 | 282 | 218 | 102 | 65^ | 155 | 98 |
| 8.30 - 9.00 | | | | A | 9.7 | 15 | 859 | 1692 | 262 | 210 | 59^ | 781 | 247 | 436 | 423 | 338 | 286 | 633 | 230 | 403 | 383 | 287 | 191 | 120 | 74 | 158 | 95 |
| SIMON & SIMON | | | | A | 13.0 | 21 | 1152 | 1601 | 300 | 232 | 77 | 817 | 200 | 428 | 408 | 396 | 337 | 588 | 175 | 333 | 313 | 270 | 216 | 101 | 48^ | 95 | 46^ |
| THU 9.00P | 60 | CBS | 10 | B | 12.9 | 19 | 1146 | 1647 | 292 | 212 | 68 | 831 | 205 | 415 | 410 | 409 | 356 | 571 | 166 | 310 | 311 | 284 | 213 | 105 | 52 | 140 | 87 |
| 189 | 95 | PD | 13 | C | 12.7 | 19 | 1129 | 1640 | 284 | 204 | 68 | 826 | 203 | 408 | 402 | 405 | 358 | 572 | 168 | 310 | 310 | 285 | 214 | 100 | 50 | 142 | 86 |
| 9.00 - 9.30 | | | | A | 12.6 | 20 | 1116 | 1592 | 291 | 223 | 75 | 810 | 191 | 411 | 396 | 390 | 345 | 592 | 171 | 332 | 312 | 271 | 226 | 87 | 41^ | 103 | 48^ |
| 9.30 - 10.00 | | | | A | 13.5 | 22 | 1196 | 1598 | 306 | 238 | 78 | 818 | 206 | 440 | 415 | 399 | 328 | 579 | 178 | 332 | 312 | 266 | 206 | 114 | 55 | 87 | 44^ |
| 60 MINUTES | | | | A | 22.2 | 38 | 1967 | 1596 | 279 | 168 | 36 | 771 | 139 | 283 | 313 | 364 | 418 | 723 | 162 | 341 | 354 | 351 | 321 | 44 | 17^ | 57 | 30^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 14–20, 1988

| PROGRAM NAME / DAY TIME #STNS | DUR CVG% | NET TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 60 MINUTES-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUN 7.00P | 60 | CBS | 12 | B | 20.1 | 32 | 1780 | 1564 | 285 | 191 | 39 | 792 | 149 | 300 | 324 | 363 | 427 | 687 | 152 | 309 | 322 | 332 | 328 | 36 | 15^ | 50 | 29 |
| 207 | 99 | DN | 27 | C | 21.0 | 34 | 1860 | 1557 | 282 | 190 | 42 | 768 | 148 | 298 | 316 | 352 | 408 | 698 | 164 | 326 | 337 | 337 | 319 | 39 | 16 | 52 | 29 |
| 7.00 - 7.30 | | | | A | 20.9 | 37 | 1852 | 1579 | 265 | 159 | 31^ | 750 | 134 | 270 | 299 | 349 | 413 | 727 | 165 | 344 | 355 | 348 | 323 | 47 | 17^ | 55 | 31^ |
| 7.30 - 8.00 | | | | A | 23.5 | 38 | 2082 | 1611 | 291 | 176 | 40 | 791 | 143 | 295 | 326 | 378 | 422 | 720 | 159 | 338 | 353 | 354 | 320 | 41 | 17^ | 59 | 29^ |
| SLAP MAXWELL | | | | A | 11.6 | 19 | 1028 | 1562 | 308 | 263 | 89 | 726 | 301 | 471 | 424 | 299 | 221 | 554 | 262 | 431 | 403 | 257 | 88 | 142 | 55^ | 140 | 82 |
| WED 9.30P | 30 | ABC | 10 | B | 11.9 | 19 | 1055 | 1620 | 301 | 245 | 101 | 767 | 281 | 469 | 435 | 351 | 249 | 561 | 223 | 375 | 340 | 264 | 148 | 132 | 69 | 161 | 98 |
| 217 | 99 | CS | 21 | C | 12.8 | 20 | 1135 | 1611 | 312 | 251 | 99 | 776 | 285 | 473 | 442 | 351 | 252 | 555 | 216 | 365 | 337 | 265 | 149 | 126 | 64 | 155 | 92 |
| SNOOPY GETS MARRIED(S,R) | | | | A | 11.8 | 18 | 1045 | 1966 | 225 | 203 | 108 | 617 | 300 | 454 | 387 | 225 | 144 | 473 | 210 | 346 | 315 | 215 | 95 | 173 | 67 | 702 | 430 |
| WED 8.30P | 30 | CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 199 | 96 | EA | | | | | | | | | | | | | | | | | | | | | | | | | |
| SONNY SPOON | | | | A | 12.2 | 22 | 1081 | 1637 | 262 | 222 | 87 | 675 | 257 | 466 | 407 | 347 | 167 | 662 | 271 | 443 | 388 | 307 | 192 | 153 | 51^ | 147 | 94 |
| FRI 10.00P | 60 | NBC | 6 | B | 11.8 | 21 | 1048 | 1683 | 282 | 242 | 93 | 698 | 268 | 485 | 421 | 349 | 175 | 636 | 266 | 443 | 396 | 300 | 155 | 172 | 72 | 176 | 114 |
| 201 | 98 | PD | 6 | C | 11.8 | 21 | 1048 | 1683 | 282 | 242 | 93 | 698 | 268 | 485 | 421 | 349 | 175 | 636 | 266 | 443 | 396 | 300 | 155 | 172 | 72 | 176 | 114 |
| 10.00 - 10.30 | | | | A | 11.9 | 21 | 1054 | 1649 | 260 | 225 | 93 | 672 | 263 | 472 | 410 | 346 | 160 | 669 | 274 | 446 | 398 | 312 | 193 | 151 | 48^ | 157 | 94 |
| 10.30 - 11.00 | | | | A | 12.5 | 23 | 1108 | 1625 | 263 | 219 | 81 | 677 | 252 | 460 | 404 | 347 | 173 | 655 | 268 | 440 | 379 | 303 | 190 | 155 | 53^ | 138 | 94 |
| SPENSER: FOR HIRE | | | | A | 10.2 | 19 | 904 | 1722 | 303 | 220 | 69^ | 776 | 165 | 400 | 425 | 428 | 318 | 667 | 165 | 375 | 389 | 370 | 231 | 136 | 53^ | 143 | 107 |
| SAT 10.00P | 60 | ABC | 7 | B | 11.6 | 21 | 1024 | 1704 | 311 | 244 | 84 | 794 | 221 | 444 | 426 | 404 | 301 | 644 | 186 | 370 | 381 | 341 | 212 | 122 | 61 | 144 | 99 |
| 202 | 98 | PD | 7 | C | 11.6 | 21 | 1024 | 1704 | 311 | 244 | 84 | 794 | 221 | 444 | 426 | 404 | 301 | 644 | 186 | 370 | 381 | 341 | 212 | 122 | 61 | 144 | 99 |
| 10.00 - 10.30 | | | | A | 10.1 | 19 | 895 | 1733 | 314 | 227 | 70^ | 791 | 164 | 404 | 440 | 439 | 324 | 658 | 154 | 367 | 386 | 374 | 232 | 129 | 50^ | 156 | 113 |
| 10.30 - 11.00 | | | | A | 10.3 | 20 | 913 | 1711 | 292 | 213 | 69^ | 761 | 166 | 397 | 411 | 417 | 312 | 676 | 177 | 384 | 393 | 367 | 230 | 143 | 55^ | 131 | 101 |
| SPORTSBREAK-SAT | | | | A | 9.0 | 16 | 797 | 1734 | 247 | 179 | 79^ | 655 | 213 | 379 | 359 | 337 | 229 | 708 | 303 | 529 | 517 | 354 | 137 | 160 | 53^ | 210 | 111 |
| SAT 9.58P | 1 | CBS | 12 | B | 9.2 | 16 | 814 | 1741 | 313 | 240 | 74 | 797 | 228 | 430 | 423 | 386 | 304 | 689 | 225 | 403 | 401 | 340 | 228 | 108 | 41 | 148 | 88 |
| 201 | 98 | SN | 26 | C | 8.5 | 15 | 751 | 1686 | 299 | 226 | 67 | 793 | 221 | 411 | 406 | 375 | 322 | 654 | 201 | 371 | 376 | 324 | 227 | 103 | 43 | 136 | 82 |
| SPORTSBREAK-SUN | | | | A | 14.3 | 22 | 1267 | 1661 | 346 | 245 | 60 | 807 | 245 | 452 | 465 | 423 | 274 | 592 | 187 | 343 | 339 | 317 | 200 | 161 | 91 | 101 | 68 |
| SUN 9.54P | 1 | CBS | 12 | B | 16.7 | 25 | 1480 | 1664 | 345 | 254 | 57 | 869 | 225 | 454 | 453 | 441 | 347 | 609 | 154 | 310 | 316 | 320 | 246 | 89 | 45 | 97 | 62 |
| 210 | 98 | SN | 26 | C | 17.2 | 26 | 1523 | 1654 | 344 | 250 | 63 | 881 | 224 | 452 | 450 | 445 | 360 | 601 | 152 | 306 | 308 | 319 | 245 | 83 | 40 | 90 | 56 |
| SUPERCARRIER | | | | A | 12.5 | 19 | 1108 | 1814 | 272 | 227 | 69 | 598 | 220 | 408 | 409 | 311 | 136 | 758 | 291 | 504 | 492 | 405 | 177 | 183 | 66 | 275 | 181 |
| SUN 8.00P | 60 | ABC | 3 | B | 13.5 | 20 | 1192 | 1832 | 287 | 240 | 78 | 637 | 250 | 443 | 406 | 312 | 149 | 790 | 316 | 558 | 528 | 401 | 169 | 149 | 57 | 256 | 163 |
| 215 | 99 | A | 3 | C | 13.5 | 20 | 1192 | 1832 | 287 | 240 | 78 | 637 | 250 | 443 | 406 | 312 | 149 | 790 | 316 | 558 | 528 | 401 | 169 | 149 | 57 | 256 | 163 |
| 8.00 - 8.30 | | | | A | 11.6 | 18 | 1028 | 1831 | 283 | 234 | 71 | 616 | 220 | 411 | 419 | 323 | 146 | 741 | 282 | 488 | 481 | 403 | 174 | 181 | 74 | 293 | 199 |
| 8.30 - 9.00 | | | | A | 13.4 | 20 | 1187 | 1800 | 263 | 220 | 67 | 583 | 220 | 404 | 401 | 300 | 127 | 772 | 298 | 517 | 501 | 407 | 180 | 186 | 58 | 259 | 166 |
| THIRTYSOMETHING | | | | A | 12.8 | 23 | 1134 | 1553 | 351 | 319 | 128 | 780 | 433 | 629 | 520 | 299 | 112 | 485 | 259 | 391 | 337 | 193 | 73 | 134 | 78 | 153 | 99 |
| TUE 10.00P | 60 | ABC | 9 | B | 13.5 | 23 | 1195 | 1564 | 366 | 328 | 157 | 813 | 469 | 663 | 557 | 284 | 115 | 504 | 276 | 414 | 376 | 203 | 55 | 126 | 76 | 122 | 68 |
| 214 | 96 | GD | 19 | C | 13.6 | 24 | 1205 | 1566 | 365 | 325 | 154 | 821 | 460 | 652 | 548 | 291 | 134 | 496 | 269 | 398 | 358 | 197 | 67 | 123 | 73 | 125 | 71 |
| 10.00 - 10.30 | | | | A | 13.2 | 23 | 1170 | 1579 | 351 | 321 | 125 | 770 | 419 | 625 | 515 | 306 | 107 | 482 | 257 | 392 | 339 | 194 | 71 | 151 | 93 | 175 | 117 |
| 10.30 - 11.00 | | | | A | 12.3 | 23 | 1090 | 1537 | 355 | 319 | 132 | 798 | 451 | 638 | 530 | 293 | 118 | 493 | 264 | 394 | 337 | 194 | 77 | 117 | 63 | 130 | 80 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 14-20, 1988

| PROGRAM NAME / DAY / TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOUR OF DUTY | | | | A | 10.5 | 18 | 930 | 1822 | 250 | 194 | 89 | 651 | 235 | 406 | 385 | 317 | 194 | 791 | 332 | 609 | 587 | 392 | 130 | 164 | 39^ | 216 | 139 |
| SAT 9.00P | 60 | CBS | 2 | B | 9.8 | 17 | 864 | 1843 | 260 | 216 | 75 | 659 | 252 | 421 | 378 | 294 | 193 | 791 | 346 | 588 | 556 | 360 | 150 | 178 | 50^ | 215 | 137 |
| 200 | 98 | GD | 2 | C | 9.8 | 17 | 864 | 1843 | 260 | 216 | 75 | 659 | 252 | 421 | 378 | 294 | 193 | 791 | 346 | 588 | 556 | 360 | 150 | 178 | 50^ | 215 | 137 |
| 9.00 - 9.30 | | | | A | 10.2 | 17 | 904 | 1818 | 247 | 192 | 93 | 659 | 238 | 407 | 386 | 318 | 196 | 787 | 330 | 597 | 577 | 386 | 136 | 152 | 29^ | 219 | 147 |
| 9.30 - 10.00 | | | | A | 10.8 | 19 | 957 | 1826 | 252 | 196 | 85 | 643 | 232 | 405 | 383 | 317 | 192 | 794 | 335 | 620 | 595 | 398 | 124 | 175 | 49^ | 213 | 131 |
| TRACEY ULLMAN SHOW | | | | A | 3.6 | 6 | 319 | 1384 | 162^ | 118^ | 74^ | 573 | 311 | 389 | 289 | 179^ | 156^ | 448 | 204 | 371 | 312 | 210 | 59^ | 165^ | 75^ | 199^ | 141^ |
| SUN 10.00P | 30 | FOX | 3 | B | 3.3 | 5 | 295 | 1405 | 227 | 197 | 69^ | 590 | 308 | 440 | 333 | 212 | 130 | 493 | 245 | 409 | 331 | 213 | 68^ | 157 | 74^ | 164 | 120^ |
| 116 | 84 | CS | 3 | C | 3.3 | 5 | 295 | 1405 | 227 | 197 | 69^ | 590 | 308 | 440 | 333 | 212 | 130 | 493 | 245 | 409 | 331 | 213 | 68^ | 157 | 74^ | 164 | 120^ |
| TRIAL & ERROR | | | | A | 6.4 | 10 | 567 | 1631 | 223 | 166 | 77^ | 727 | 218 | 344 | 329 | 297 | 327 | 552 | 157 | 305 | 305 | 263 | 209 | 100^ | 46^ | 252 | 137 |
| TUE 8.00P | 30 | CBS | 1 | B | 6.4 | 10 | 567 | 1631 | 223 | 166 | 77^ | 727 | 218 | 344 | 329 | 297 | 327 | 552 | 157 | 305 | 305 | 263 | 209 | 100^ | 46^ | 252 | 137 |
| 208 | 99 | CS | 1 | C | 6.4 | 10 | 567 | 1631 | 223 | 166 | 77^ | 727 | 218 | 344 | 329 | 297 | 327 | 552 | 157 | 305 | 305 | 263 | 209 | 100^ | 46^ | 252 | 137 |
| 20/20 | | | | A | 12.0 | 22 | 1063 | 1593 | 277 | 203 | 84 | 778 | 213 | 392 | 418 | 382 | 315 | 614 | 190 | 349 | 366 | 297 | 209 | 78 | 52^ | 124 | 88 |
| FRI 10.00P | 60 | ABC | 10 | B | 12.8 | 22 | 1132 | 1618 | 309 | 232 | 75 | 806 | 224 | 438 | 451 | 412 | 298 | 611 | 173 | 346 | 367 | 316 | 203 | 85 | 41 | 116 | 78 |
| 206 | 98 | DN | 25 | C | 12.7 | 23 | 1125 | 1611 | 299 | 223 | 84 | 802 | 234 | 437 | 436 | 395 | 299 | 615 | 185 | 356 | 368 | 305 | 202 | 87 | 42 | 107 | 69 |
| 10.00 - 10.30 | | | | A | 12.5 | 22 | 1108 | 1599 | 290 | 216 | 83 | 777 | 218 | 397 | 417 | 374 | 312 | 599 | 199 | 353 | 360 | 283 | 195 | 81 | 58 | 142 | 107 |
| 10.30 - 11.00 | | | | A | 11.4 | 21 | 1010 | 1601 | 266 | 192 | 87 | 785 | 209 | 390 | 423 | 393 | 320 | 635 | 182 | 347 | 375 | 315 | 227 | 75 | 45^ | 106 | 67 |
| 21 JUMP STREET(R) | | | | A | 6.3 | 11 | 558 | 1715 | 360 | 293 | 87^ | 700 | 358 | 539 | 411 | 286 | 118 | 486 | 244 | 402 | 317 | 219 | 67^ | 246 | 125 | 283 | 165 |
| SUN 7.00P | 60 | FOX | 12 | B | 5.7 | 9 | 503 | 1779 | 348 | 301 | 83 | 715 | 365 | 554 | 433 | 293 | 122 | 532 | 320 | 451 | 321 | 194 | 57 | 260 | 146 | 272 | 183 |
| 125 | 85 | OP | 27 | C | 5.5 | 9 | 492 | 1773 | 355 | 310 | 77 | 704 | 347 | 540 | 427 | 300 | 124 | 547 | 314 | 444 | 332 | 205 | 76 | 272 | 150 | 250 | 162 |
| 7.00 - 7.30 | | | | A | 6.0 | 11 | 532 | 1700 | 353 | 282 | 84^ | 681 | 346 | 516 | 404 | 276 | 120 | 505 | 262 | 429 | 321 | 221 | 62^ | 231 | 111^ | 282 | 162 |
| 7.30 - 8.00 | | | | A | 6.6 | 11 | 585 | 1729 | 365 | 302 | 90^ | 718 | 368 | 560 | 417 | 295 | 117 | 468 | 227 | 378 | 313 | 217 | 71^ | 259 | 138 | 284 | 167 |
| VALERIE'S FAMILY | | | | A | 17.9 | 27 | 1586 | 1785 | 304 | 266 | 89 | 745 | 316 | 509 | 419 | 311 | 193 | 437 | 181 | 334 | 296 | 219 | 79 | 204 | 113 | 399 | 271 |
| MON 8.30P | 30 | NBC | 10 | B | 17.0 | 25 | 1506 | 1895 | 328 | 279 | 92 | 787 | 320 | 531 | 454 | 334 | 212 | 460 | 199 | 335 | 289 | 209 | 102 | 242 | 120 | 407 | 273 |
| 201 | 98 | CS | 19 | C | 17.1 | 25 | 1513 | 1875 | 326 | 280 | 98 | 760 | 324 | 526 | 449 | 313 | 193 | 457 | 210 | 342 | 294 | 201 | 94 | 251 | 126 | 407 | 272 |
| WEREWOLF(R) | | | | A | 4.2 | 6 | 372 | 1677 | 305 | 253 | 91^ | 621 | 306 | 491 | 397 | 264 | 100^ | 482 | 262 | 387 | 372 | 195 | 62^ | 267 | 120^ | 308 | 152^ |
| SUN 8.00P | 30 | FOX | 12 | B | 4.1 | 6 | 366 | 1898 | 308 | 275 | 97 | 667 | 332 | 526 | 441 | 290 | 103 | 631 | 354 | 535 | 424 | 246 | 68^ | 250 | 111 | 350 | 249 |
| 118 | 84 | SM | 22 | C | 4.1 | 6 | 364 | 1952 | 321 | 283 | 90 | 682 | 353 | 545 | 438 | 285 | 99 | 653 | 367 | 549 | 442 | 256 | 74 | 264 | 117 | 354 | 236 |
| WEST 57TH | | | | A | 8.7 | 16 | 771 | 1591 | 246 | 180 | 82^ | 672 | 202 | 366 | 365 | 343 | 255 | 685 | 250 | 462 | 458 | 346 | 173 | 108 | 40^ | 126 | 70^ |
| SAT 10.00P | 60 | CBS | 11 | B | 8.4 | 15 | 742 | 1600 | 294 | 227 | 72 | 773 | 222 | 414 | 420 | 384 | 291 | 640 | 211 | 383 | 391 | 312 | 202 | 78 | 31^ | 109 | 67 |
| 198 | 97 | DN | 24 | C | 7.6 | 14 | 677 | 1584 | 296 | 228 | 69 | 771 | 225 | 412 | 416 | 371 | 294 | 633 | 200 | 378 | 384 | 310 | 206 | 79 | 33^ | 101 | 59 |
| 10.00 - 10.30 | | | | A | 9.1 | 17 | 806 | 1614 | 252 | 189 | 78^ | 650 | 199 | 357 | 353 | 330 | 245 | 712 | 264 | 485 | 484 | 361 | 175 | 108 | 36^ | 143 | 76^ |
| 10.30 - 11.00 | | | | A | 8.2 | 16 | 727 | 1585 | 241 | 172 | 87^ | 705 | 207 | 379 | 382 | 361 | 270 | 663 | 238 | 442 | 435 | 333 | 174 | 109 | 45^ | 108 | 64^ |
| WHO'S THE BOSS? | | | | A | 22.3 | 34 | 1976 | 1702 | 324 | 265 | 101 | 716 | 307 | 477 | 417 | 299 | 190 | 459 | 186 | 311 | 281 | 224 | 109 | 209 | 116 | 319 | 221 |
| TUE 8.00P | 30 | ABC | 10 | B | 21.2 | 32 | 1876 | 1792 | 342 | 290 | 103 | 763 | 342 | 524 | 444 | 301 | 200 | 480 | 218 | 345 | 303 | 212 | 102 | 227 | 121 | 322 | 215 |
| 220 | 99 | CS | 23 | C | 21.4 | 33 | 1894 | 1771 | 345 | 292 | 100 | 766 | 339 | 518 | 439 | 300 | 206 | 477 | 221 | 340 | 294 | 204 | 104 | 219 | 120 | 309 | 209 |
| WISEGUY | | | | A | 10.1 | 17 | 895 | 1543 | 285 | 224 | 96 | 798 | 271 | 483 | 483 | 362 | 260 | 586 | 209 | 376 | 357 | 288 | 183 | 84 | 37^ | 75 | 47^ |
| MON 10.00P | 60 | CBS | 9 | B | 11.3 | 19 | 1002 | 1530 | 311 | 249 | 76 | 785 | 251 | 458 | 432 | 364 | 281 | 598 | 203 | 375 | 365 | 301 | 183 | 82 | 29 | 65 | 39 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 14-20, 1988

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | LOH 18-49 W/CH <3 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS FEM. 12-17 | CHILDREN TOT. 2-11 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WISEGUY-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 211 | 99 | OP | 9 | C | 11.3 | 19 | 1002 | 1530 | 311 | 249 | 76 | 785 | 251 | 458 | 432 | 364 | 281 | 598 | 203 | 375 | 365 | 301 | 183 | 82 | 29 | 65 | 39 |
| | 10.00 - 10.30 | | | | A | 10.6 | 18 | 939 | 1550 | 306 | 240 | 105 | 818 | 290 | 506 | 507 | 369 | 258 | 571 | 209 | 374 | 353 | 278 | 174 | 84 | 37^ | 78 | 48^ |
| | 10.30 - 11.00 | | | | A | 9.6 | 17 | 851 | 1536 | 262 | 206 | 86 | 777 | 251 | 459 | 457 | 355 | 261 | 603 | 209 | 378 | 362 | 299 | 192 | 84 | 36^ | 73^ | 47^ |
| WOMEN IN PRISON(R) | | | | | A | 3.0 | 5 | 266 | 1817 | 228^ | 162^ | 84^ | 484 | 213^ | 344 | 317 | 230^ | 96^ | 572 | 265 | 467 | 392 | 294 | 73^ | 267 | 160^ | 494 | 410 |
| SAT | 8.30P | 30 | FOX | 12 | B | 2.4 | 4 | 215 | 1739 | 243 | 199 | 59^ | 509 | 244 | 378 | 312 | 220 | 101^ | 531 | 271 | 421 | 352 | 227 | 78^ | 259 | 154 | 440 | 327 |
| | 108 | 79 | CS | 21 | C | 2.5 | 4 | 222 | 1689 | 262 | 211 | 63^ | 548 | 236 | 379 | 331 | 259 | 130 | 536 | 252 | 397 | 338 | 226 | 108^ | 234 | 136 | 370 | 268 |
| WONDER YEARS(R) | | | | | A | 21.4 | 32 | 1896 | 1783 | 351 | 298 | 116 | 719 | 333 | 535 | 470 | 312 | 140 | 493 | 229 | 371 | 330 | 224 | 87 | 243 | 131 | 328 | 234 |
| TUE | 8.30P | 30 | ABC | 1 | B | 21.4 | 32 | 1896 | 1783 | 351 | 298 | 116 | 719 | 333 | 535 | 470 | 312 | 140 | 493 | 229 | 371 | 330 | 224 | 87 | 243 | 131 | 328 | 234 |
| | 219 | 99 | CS | 1 | C | 21.4 | 32 | 1896 | 1783 | 351 | 298 | 116 | 719 | 333 | 535 | 470 | 312 | 140 | 493 | 229 | 371 | 330 | 224 | 87 | 243 | 131 | 328 | 234 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)



| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | CHILDREN TOT. 2-5 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EARLY EVENING NEWS | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WORLD NEWS TONIGHT | | | | | A | 10.8 | 20 | 957 | 228 | 166 | 779 | 130 | 305 | 335 | 371 | 411 | 581 | 133 | 268 | 278 | 273 | 272 | 28^ | 28^ | 23^ | 26^ | 16^ | 21^ |
| MON-FRI | 6.30P | 30 | ABC | 59 | B | 11.5 | 20 | 1022 | 243 | 171 | 790 | 151 | 326 | 350 | 397 | 401 | 569 | 126 | 254 | 280 | 277 | 259 | 29 | 33 | 25 | 39 | 20^ | 21^ |
| | 216 | 99 | N | 123 | C | 11.0 | 20 | 976 | 232 | 164 | 771 | 147 | 311 | 325 | 378 | 405 | 573 | 129 | 254 | 276 | 272 | 265 | 27 | 28 | 25^ | 39 | 21^ | 21^ |
| ABC WRLD NEWS TONIGHT-SAT | | | | | A | 7.6 | 16 | 673 | 212 | 154 | 763 | 93^ | 249 | 289 | 328 | 458 | 615 | 108 | 250 | 289 | 328 | 300 | 28^ | 31^ | 13v | 22v | 21v | 30^ |
| SAT | 6.30P | 30 | ABC | 12 | B | 8.1 | 16 | 718 | 223 | 145 | 744 | 119 | 258 | 280 | 352 | 427 | 627 | 148 | 280 | 302 | 300 | 281 | 29^ | 28^ | 29^ | 33^ | 29^ | 25^ |
| | 179 | 91 | N | 15 | C | 7.7 | 15 | 683 | 217 | 140 | 738 | 119 | 253 | 276 | 345 | 425 | 631 | 150 | 280 | 301 | 298 | 285 | 29^ | 26^ | 28^ | 35^ | 27^ | 24^ |
| ABC WRLD NEWS TONIGHT-SUN | | | | | A | 6.9 | 14 | 611 | 186 | 123 | 679 | 135 | 256 | 286 | 272 | 368 | 691 | 134 | 287 | 351 | 364 | 323 | 55^ | 47^ | 71^ | 26v | 29^ | 48^ |
| SUN | 6.30P | 30 | ABC | 10 | B | 7.3 | 13 | 651 | 242 | 173 | 765 | 163 | 322 | 331 | 364 | 385 | 653 | 160 | 316 | 340 | 333 | 271 | 44 | 37^ | 43^ | 41^ | 30^ | 38^ |
| | 168 | 86 | N | 23 | C | 7.0 | 13 | 617 | 227 | 164 | 754 | 150 | 291 | 298 | 339 | 411 | 628 | 147 | 287 | 297 | 307 | 286 | 38^ | 31^ | 37^ | 34^ | 26^ | 31^ |
| CBS EVENING NEWS-RATHER | | | | | A | 11.6 | 22 | 1031 | 221 | 145 | 785 | 133 | 282 | 297 | 348 | 447 | 583 | 89 | 213 | 236 | 287 | 324 | 36 | 20^ | 26^ | 33 | 19^ | 14^ |
| MON-FRI | 6.30P | 30 | CBS | 60 | B | 11.9 | 21 | 1057 | 224 | 141 | 775 | 129 | 277 | 297 | 339 | 441 | 593 | 98 | 226 | 233 | 286 | 329 | 28 | 23^ | 24^ | 33 | 23^ | 23^ |
| | 211 | 99 | N | 129 | C | 11.8 | 21 | 1045 | 221 | 136 | 759 | 127 | 270 | 293 | 333 | 432 | 591 | 103 | 227 | 233 | 282 | 327 | 28 | 21^ | 25 | 36 | 22^ | 22^ |
| NBC NIGHTLY NEWS | | | | | A | 9.7 | 18 | 858 | 217 | 138 | 795 | 146 | 276 | 309 | 331 | 452 | 588 | 130 | 253 | 277 | 263 | 283 | 32^ | 43 | 31^ | 35^ | 22^ | 21^ |
| MON-FRI | 6.30P | 30 | NBC | 59 | B | 10.7 | 19 | 947 | 215 | 146 | 799 | 132 | 282 | 310 | 352 | 450 | 587 | 136 | 257 | 266 | 270 | 282 | 26^ | 30 | 25^ | 34 | 20^ | 22^ |
| | 204 | 99 | N | 124 | C | 10.6 | 19 | 939 | 210 | 144 | 791 | 129 | 278 | 309 | 345 | 446 | 591 | 137 | 255 | 264 | 264 | 288 | 28 | 32 | 28 | 33 | 19^ | 21^ |
| NBC NIGHTLY NEWS-SAT. | | | | | A | 8.3 | 17 | 735 | 195 | 120 | 782 | 97 | 234 | 270 | 329 | 492 | 614 | 146 | 274 | 258 | 258 | 306 | 33^ | 25^ | 34^ | 26^ | 20v | 23^ |
| SAT | 6.30P | 30 | NBC | 9 | B | 8.1 | 16 | 715 | 183 | 122 | 775 | 117 | 229 | 251 | 290 | 490 | 628 | 137 | 262 | 267 | 268 | 326 | 28^ | 27^ | 34^ | 40^ | 21^ | 30^ |
| | 173 | 93 | N | 21 | C | 8.5 | 17 | 752 | 178 | 114 | 776 | 111 | 220 | 248 | 293 | 497 | 614 | 127 | 237 | 244 | 256 | 335 | 24^ | 24^ | 26^ | 33^ | 18^ | 22^ |
| NBC NIGHTLY NEWS-SUN | | | | | A | 7.5 | 15 | 665 | 208 | 119 | 835 | 70^ | 221 | 246 | 354 | 562 | 646 | 108 | 233 | 265 | 274 | 355 | 13v | 17v | 3v | 34^ | 16v | 10v |
| SUN | 6.30P | 30 | NBC | 7 | B | 6.8 | 13 | 603 | 226 | 142 | 818 | 112 | 252 | 291 | 333 | 496 | 657 | 126 | 257 | 273 | 273 | 346 | 26^ | 25^ | 20^ | 23^ | 28^ | 20^ |
| | 180 | 91 | N | 13 | C | 6.9 | 13 | 607 | 229 | 150 | 804 | 120 | 263 | 290 | 336 | 478 | 660 | 135 | 270 | 279 | 287 | 339 | 30^ | 27^ | 26^ | 30^ | 27^ | 20^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE | | | | | A | 5.6 | 17 | 493 | 1408 | 244 | 173 | 188 | 53^ | 664 | 149 | 327 | 310 | 364 | 337 | 67^ | 630 | 216 | 372 | 343 | 416 | 393 | 24^ | 20^ |
| MON-FRI | 11.30P | 30 | ABC | 46 | B | 5.4 | 16 | 478 | 1386 | 250 | 183 | 191 | 62 | 703 | 181 | 363 | 345 | 402 | 366 | 67 | 577 | 195 | 335 | 312 | 374 | 346 | 27^ | 20^ |
| | 212 | 98 | N | 93 | C | 5.4 | 16 | 476 | 1402 | 250 | 181 | 189 | 65 | 711 | 180 | 356 | 337 | 397 | 360 | 64 | 585 | 182 | 324 | 302 | 363 | 335 | 25^ | 21^ |
| ABC NEWS:NIGHTLINE-MON | | | | | A | 5.1 | 20 | 452 | 1335 | 237 | 170 | 194 | 32v | 637 | 141 | 300 | 281 | 335 | 331 | 80^ | 608 | 216 | 342 | 286 | 354 | 345 | 15v | 8v |
| MON | 12.00M | 15 | ABC | 2 | B | 4.8 | 23 | 428 | 1428 | 282 | 212 | 195 | 151 | 711 | 219 | 391 | 343 | 402 | 325 | 89^ | 562 | 189 | 331 | 302 | 368 | 328 | 38^ | 30^ |
| | 206 | 96 | N | 2 | C | 4.8 | 23 | 428 | 1428 | 282 | 212 | 195 | 151 | 711 | 219 | 391 | 343 | 402 | 325 | 89^ | 562 | 189 | 331 | 302 | 368 | 328 | 38^ | 30^ |
| ABC NEWS:NIGHTLINE-WED | | | | | A | 5.0 | 19 | 443 | 1363 | 276 | 193 | 218 | 43^ | 635 | 122^ | 307 | 298 | 352 | 322 | 55^ | 615 | 205 | 389 | 366 | 428 | 412 | 29v | 22v |
| WED | 12.00M | 15 | ABC | 1 | B | 5.0 | 19 | 443 | 1363 | 276 | 193 | 218 | 43^ | 635 | 122^ | 307 | 298 | 352 | 322 | 55^ | 615 | 205 | 389 | 366 | 428 | 412 | 29v | 22v |
| | 212 | 98 | N | 4 | C | 4.3 | 19 | 380 | 1366 | 226 | 167 | 174 | 57^ | 648 | 140 | 305 | 286 | 328 | 304 | 48^ | 601 | 180 | 338 | 316 | 377 | 359 | 20v | 26^ |
| ABC WEEKEND REPORT-SAT. | | | | | A | 1.8 | 5 | 159 | 1403 | 355^ | 224^ | 225^ | 99v | 665 | 172^ | 340^ | 327^ | 433 | 369^ | 101v | 498 | 198^ | 359^ | 330^ | 381^ | 353^ | 45v | 54v |
| SAT | 11.30P | 15 | ABC | 12 | B | 2.1 | 7 | 188 | 1487 | 323 | 233 | 246 | 72^ | 749 | 204 | 425 | 410 | 474 | 430 | 82^ | 550 | 217 | 356 | 339 | 410 | 365 | 24v | 44^ |
| | 142 | 75 | N | 25 | C | 2.1 | 6 | 183 | 1436 | 309 | 238 | 234 | 80^ | 726 | 200 | 398 | 375 | 434 | 393 | 73^ | 549 | 191 | 325 | 304 | 372 | 336 | 21v | 40^ |
| ABC WEEKEND REPORT-SUN. | | | | | A | 2.0 | 10 | 177 | 1113 | 291^ | 258^ | 274^ | 39v | 503 | 194^ | 329^ | 329^ | 389 | 350^ | 140^ | 548 | 268^ | 385 | 336^ | 399 | 349^ | 42v | << |
| SUN | 12.00M | 15 | ABC | 12 | B | 2.2 | 10 | 192 | 1390 | 274 | 214 | 219 | 77^ | 632 | 191 | 365 | 352 | 417 | 372 | 85^ | 607 | 232 | 402 | 375 | 459 | 425 | 41^ | 31v |
| | 142 | 80 | N | 25 | C | 2.1 | 9 | 188 | 1382 | 259 | 209 | 212 | 64^ | 646 | 177 | 354 | 341 | 406 | 368 | 68^ | 598 | 204 | 384 | 364 | 435 | 410 | 41^ | 27v |
| CAMPAIGN '88:ILLINOIS(S) | | | | | A | 4.4 | 14 | 390 | 1313 | 220 | 154^ | 170 | 52^ | 703 | 141^ | 326 | 326 | 389 | 346 | 68^ | 547 | 184 | 297 | 291 | 328 | 278 | 21v | 9v |
| TUE | 11.30P | 31 | CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 189 | 93 | P | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | | A | 4.4 | 14 | 390 | 1322 | 220 | 154^ | 170 | 53^ | 708 | 142^ | 328 | 328 | 391 | 347 | 68^ | 551 | 186 | 299 | 293 | 330 | 279 | 20v | 9v |
| 12.00 - 12.30 | | | | | A | 3.7 | 14 | 328 | 1223 | 244 | 188^ | 206 | 20v | 653 | 137^ | 344 | 344 | 392 | 372 | 60^ | 504 | 157^ | 282 | 270 | 303 | 265 | 34v | << |
| CBS LATE NIGHT I | | | | | A | 3.4 | 15 | 301 | 1391 | 328 | 269 | 248 | 88^ | 750 | 248 | 465 | 451 | 487 | 440 | 86^ | 540 | 189 | 349 | 324 | 362 | 313 | 18v | 35^ |
| MON | 12.00M | 64 | CBS | 45 | B | 3.8 | 15 | 339 | 1414 | 298 | 239 | 234 | 88 | 756 | 232 | 439 | 408 | 461 | 421 | 83 | 543 | 177 | 334 | 314 | 365 | 320 | 30^ | 30^ |
| | 179 | 85 | FF | 100 | C | 3.7 | 15 | 331 | 1387 | 284 | 218 | 225 | 84 | 755 | 218 | 411 | 382 | 437 | 399 | 70^ | 523 | 176 | 318 | 302 | 353 | 314 | 24^ | 27^ |
| TUE | 12.01A | 65 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WED | 11.30P | 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | | A | 3.9 | 13 | 346 | 1368 | 286 | 242 | 232 | 101^ | 679 | 245 | 472 | 456 | 479 | 445 | 101^ | 532 | 172^ | 343 | 317 | 344 | 301 | 33v | 65^ |
| 12.00 - 12.30 | | | | | A | 3.3 | 14 | 293 | 1400 | 332 | 268 | 248 | 84^ | 779 | 251 | 472 | 458 | 498 | 454 | 75^ | 531 | 183 | 332 | 310 | 347 | 299 | 11v | 30v |
| 12.30 - 1.00 | | | | | A | 3.3 | 17 | 292 | 1416 | 348 | 287 | 260 | 88^ | 761 | 252 | 463 | 448 | 485 | 430 | 92^ | 561 | 207 | 378 | 349 | 393 | 339 | 21v | 28v |
| 1.00 - 1.30 | | | | | A | 3.0 | 18 | 264 | 1354 | 337 | 277 | 240 | 89^ | 726 | 235 | 433 | 417 | 456 | 396 | 91^ | 549 | 205 | 367 | 339 | 389 | 331 | 18v | 27v |
| CBS LATE NIGHT II | | | | | A | 2.2 | 15 | 197 | 1275 | 301 | 233 | 213 | 96^ | 700 | 277 | 465 | 441 | 478 | 422 | 50^ | 469 | 129^ | 282 | 263 | 323 | 293 | 10v | 18v |
| MON | 12.34A | 51 | CBS | 56 | B | 2.4 | 14 | 215 | 1372 | 314 | 250 | 238 | 92^ | 720 | 241 | 450 | 420 | 464 | 420 | 91^ | 534 | 196 | 362 | 339 | 390 | 337 | 29v | 36^ |
| | 179 | 85 | FF | 124 | C | 2.4 | 14 | 209 | 1349 | 307 | 238 | 240 | 92^ | 721 | 235 | 433 | 403 | 453 | 410 | 84^ | 511 | 202 | 349 | 327 | 377 | 327 | 24v | 32^ |
| TUE | 1.06A | 53 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WED | 12.36A | 52 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | | A | 2.7 | 15 | 237 | 1337 | 297 | 244 | 228 | 110^ | 713 | 284 | 503 | 474 | 508 | 453 | 62^ | 493 | 150^ | 302 | 282 | 341 | 301 | 15v | 32v |
| 1.00 - 1.30 | | | | | A | 2.1 | 14 | 188 | 1282 | 298 | 229 | 208 | 96^ | 698 | 289 | 465 | 438 | 483 | 426 | 47v | 481 | 134^ | 296 | 279 | 341 | 311 | 9v | 13v |
| 1.30 - 2.00 | | | | | A | 1.6 | 14 | 142 | 1178 | 344^ | 238^ | 200^ | 62v | 724 | 233^ | 393^ | 388^ | 413^ | 355^ | 31v | 395^ | 57v | 197^ | 172^ | 233^ | 227^ | << | << |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NCAA BSKBL CHAMP-FRI.(S)<br>FRI 11.30P 135 CBS<br>205 97 SE | A | 4.3 | 16 | 381 | 1290 | 194 | 169 | 186 | 68^ | 532 | 160^ | 352 | 329 | 363 | 332 | 150^ | 623 | 257 | 402 | 348 | 439 | 392 | 68^ | 24v |
| UNLV VS S.W.MISSOURI ST. | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | A | 4.6 | 13 | 408 | 1387 | 244 | 190 | 212 | 82^ | 650 | 192 | 405 | 379 | 428 | 389 | 147^ | 596 | 254 | 374 | 336 | 420 | 358 | 62^ | 26v |
| 12.00 - 12.30 | A | 4.5 | 15 | 399 | 1299 | 185 | 159^ | 181 | 102^ | 535 | 184 | 366 | 328 | 366 | 321 | 148^ | 586 | 248 | 371 | 335 | 421 | 367 | 87^ | 32v |
| 12.30 - 1.00 | A | 4.2 | 17 | 372 | 1284 | 197 | 179 | 196 | 55^ | 512 | 161^ | 342 | 330 | 362 | 331 | 156^ | 652 | 292 | 429 | 352 | 458 | 428 | 68^ | 23v |
| 1.00 - 1.30 | A | 4.1 | 20 | 363 | 1281 | 174^ | 165^ | 174^ | 42v | 481 | 124^ | 324 | 310 | 330 | 312 | 147^ | 688 | 246 | 442 | 378 | 475 | 440 | 61^ | 20v |
| 1.30 - 2.00 | A | 3.4 | 19 | 301 | 1229 | 160^ | 150^ | 159^ | 42v | 458 | 114^ | 319 | 290 | 312 | 310 | 177^ | 659 | 273 | 451 | 386 | 466 | 403 | 67^ | 12v |
| CBS NCAA BSKBL CHAMP-THU.(S)<br>THU 11.30P 116 CBS<br>207 98 SE | A | 3.1 | 14 | 275 | 1317 | 249 | 179^ | 191^ | 57v | 514 | 122^ | 242 | 240 | 281 | 260 | 170^ | 715 | 311 | 479 | 426 | 501 | 406 | 32v | 34v |
| ST JOHNS VS FLORIDA | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | A | 3.5 | 11 | 310 | 1354 | 286 | 215 | 231 | 59^ | 596 | 128^ | 303 | 297 | 338 | 310 | 162^ | 707 | 303 | 467 | 412 | 483 | 388 | 22v | 26v |
| 12.00 - 12.30 | A | 3.5 | 15 | 310 | 1302 | 255 | 187^ | 193^ | 53v | 531 | 146^ | 266 | 265 | 299 | 281 | 154^ | 677 | 290 | 487 | 451 | 513 | 423 | 29v | 34v |
| 12.30 - 1.00 | A | 2.8 | 15 | 248 | 1323 | 220^ | 148^ | 162^ | 64v | 473 | 113^ | 196^ | 196^ | 237^ | 214^ | 166^ | 723 | 312 | 480 | 437 | 520 | 423 | 42v | 42v |
| 1.00 - 1.30 | A | 2.4 | 15 | 213 | 1340 | 227^ | 153^ | 170^ | 55v | 429 | 92^ | 175^ | 173^ | 230^ | 213^ | 225^ | 818 | 372 | 508 | 418 | 509 | 407 | 44v | 37v |
| CBS NCAA BSKBL POST-FRI.(S)<br>FRI 1.45A 15 CBS<br>207 97 SC | A | 2.3 | 14 | 204 | 1137 | 142^ | 128^ | 142^ | 58v | 438 | 138^ | 309^ | 274^ | 299^ | 297^ | 162^ | 564 | 212^ | 364 | 324 | 379 | 310^ | 71v | 21v |
| CBS NCAA BSKBL POST-THU.(S)<br>THU 1.26A 34 CBS<br>208 98 SC | A | 1.7 | 14 | 151 | 1259 | 220^ | 152^ | 156^ | 47v | 479 | 123^ | 192^ | 192^ | 221^ | 198^ | 161^ | 724 | 331^ | 432 | 370^ | 438 | 364^ | 25v | 23v |
| 1.00 - 1.30 | A | 1.9 | 14 | 168 | 1265 | 241^ | 167^ | 183^ | 62v | 456 | 98^ | 192^ | 192^ | 230^ | 209^ | 196^ | 728 | 358^ | 446 | 390 | 434 | 334^ | 40v | 41v |
| 1.30 - 2.00 | A | 1.7 | 14 | 151 | 1238 | 214^ | 148^ | 149^ | 44v | 475 | 125^ | 189^ | 189^ | 216^ | 193^ | 153^ | 712 | 322^ | 423 | 361^ | 431 | 362^ | 23v | 21v |
| CBS NEWS NIGHTWATCH-1<br>MWTHSU 2.00A 30 CBS 57 | A | 0.8 | 8 | 67 | 1251 | 268^ | 200^ | 202^ | 56v | 664 | 196^ | 348^ | 330^ | 370^ | 331^ | 51v | 464^ | 159^ | 255^ | 232^ | 346^ | 318^ | << | << |
| 51 52 N 117 | B | 0.9 | 9 | 81 | 1273 | 290^ | 213^ | 227^ | 64v | 685 | 218^ | 387 | 365 | 410 | 375 | 62v | 490 | 171^ | 296^ | 276^ | 357 | 332 | 29v | 15v |
| TUE 2.01A 29 | C | 0.9 | 9 | 78 | 1252 | 285^ | 212^ | 214^ | 68v | 693 | 232^ | 386 | 360 | 409 | 378 | 66v | 467 | 181^ | 308^ | 284^ | 337 | 307^ | 20v | 15v |
| CBS NEWS NIGHTWATCH-2<br>M-THSU 2.30A 30 CBS 57 | A | 0.8 | 10 | 74 | 1175 | 286^ | 198^ | 179^ | 79v | 651 | 224^ | 373^ | 336^ | 356^ | 315^ | 52v | 424^ | 131^ | 231^ | 218^ | 322^ | 293^ | 9v | << |
| 65 63 N 126 | B | 0.9 | 11 | 82 | 1200 | 304^ | 204^ | 218^ | 53v | 655 | 199^ | 363 | 343 | 389 | 362 | 60v | 459 | 147^ | 255^ | 240^ | 325 | 299^ | 30v | 14v |
| | C | 0.9 | 11 | 78 | 1211 | 308^ | 212^ | 215^ | 63v | 675 | 222^ | 377 | 352 | 404 | 375 | 63v | 453 | 174^ | 289^ | 270^ | 324^ | 292^ | 19v | 15v |
| CBS NEWS NIGHTWATCH-3<br>M-THSU 3.00A 180 CBS 59 | A | 0.8 | 13 | 69 | 1015 | 235^ | 130^ | 136^ | 53v | 586 | 170^ | 287^ | 256^ | 272^ | 251^ | 50v | 334^ | 125^ | 197^ | 182^ | 249^ | 223^ | 9v | << |
| 102 79 N 128 | B | 0.8 | 15 | 75 | 1087 | 292^ | 185^ | 197^ | 42v | 666 | 157^ | 314^ | 299^ | 354 | 333^ | 54v | 362 | 122^ | 198^ | 191^ | 248^ | 211^ | 16v | 8v |
| | C | 0.8 | 16 | 74 | 1112 | 297^ | 179^ | 197^ | 52v | 683 | 170^ | 307^ | 286^ | 362 | 337^ | 52v | 361 | 132^ | 215^ | 207^ | 242^ | 205^ | 11v | 10v |
| 3.00 - 3.30 | A | 0.8 | 12 | 73 | 1004 | 232^ | 146^ | 140^ | 75v | 561 | 200^ | 317^ | 280^ | 304^ | 266^ | 56v | 341^ | 104v | 178^ | 164^ | 266^ | 243^ | 19v | << |
| 3.30 - 4.00 | A | 0.8 | 14 | 74 | 967 | 217^ | 144^ | 135^ | 61v | 556 | 197^ | 315^ | 281^ | 294^ | 267^ | 57v | 314^ | 111v | 185^ | 173^ | 245^ | 218^ | 18v | << |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NEWS NIGHTWATCH-3-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | A | 0.8 | 14 | 69 | 1031 | 227^ | 110v | 119v | 47v | 610 | 178^ | 289^ | 261^ | 271^ | 252^ | 43v | 314^ | 108v | 174^ | 159^ | 224^ | 201^ | << | << |
| 4.30 - 5.00 | A | 0.7 | 14 | 64 | 1065 | 228^ | 114v | 118v | 51v | 618 | 175^ | 291^ | 261^ | 265^ | 245^ | 41v | 336^ | 125v | 184^ | 168^ | 243^ | 218^ | << | << |
| 5.00 - 5.30 | A | 0.7 | 14 | 66 | 1087 | 260^ | 133^ | 148^ | 43v | 628 | 165^ | 285^ | 255^ | 270^ | 257^ | 38v | 351^ | 131^ | 198^ | 182^ | 245^ | 222^ | << | << |
| 5.30 - 6.00 | A | 0.8 | 12 | 67 | 972 | 258^ | 132^ | 161^ | 39v | 563 | 103v | 226^ | 197^ | 231^ | 221^ | 64v | 363^ | 178^ | 270^ | 255^ | 278^ | 240^ | 11v | << |
| CBS SUNDAY NEWS | A | 2.8 | 6 | 248 | 1368 | 295 | 226^ | 226^ | 22v | 758 | 165^ | 422 | 422 | 462 | 440 | 26v | 493 | 31v | 218^ | 218^ | 253^ | 243^ | 47v | << |
| SUN 11.00P 15 CBS 12 | B | 3.1 | 6 | 272 | 1471 | 294 | 213 | 211 | 60^ | 787 | 170 | 402 | 386 | 420 | 385 | 66^ | 590 | 140 | 291 | 276 | 319 | 283 | 31^ | 16v |
| 109 59 N 26 | C | 3.4 | 7 | 298 | 1458 | 293 | 214 | 219 | 54^ | 815 | 174 | 390 | 375 | 418 | 385 | 58^ | 549 | 128 | 276 | 263 | 304 | 275 | 27^ | 11v |
| DAVID LETTERMAN I | A | 3.6 | 19 | 323 | 1364 | 284 | 242 | 197 | 149 | 712 | 298 | 488 | 424 | 455 | 385 | 154 | 561 | 308 | 423 | 363 | 393 | 309 | | |
| MTHF 12.30A 30 NBC 60 | B | 4.1 | 20 | 365 | 1392 | 278 | 235 | 201 | 121 | 660 | 281 | 445 | 399 | 433 | 377 | 166 | 592 | 334 | 464 | 410 | 438 | 354 | 27^ | 29^ |
| 205 99 GV 124 | C | 4.0 | 20 | 355 | 1397 | 287 | 244 | 213 | 123 | 671 | 291 | 453 | 408 | 446 | 387 | 163 | 593 | 335 | 466 | 411 | 441 | 358 | 52^ | 39^ |
| TUE 12.50A 30 | | | | | | | | | | | | | | | | | | | | | | | 44^ | 40^ |
| WED 12.38A 30 | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | A | 3.8 | 18 | 332 | 1346 | 289 | 245 | 200 | 146 | 704 | 293 | 479 | 415 | 443 | 376 | 140 | 552 | 293 | 411 | 358 | 391 | 315 | 29^ | 30^ |
| 1.00 - 1.30 | A | 3.1 | 20 | 277 | 1475 | 257 | 226 | 181 | 167 | 760 | 327 | 544 | 477 | 524 | 434 | 229 | 617 | 387 | 491 | 391 | 405 | 280 | 14v | 27v |
| DAVID LETTERMAN II | A | 3.0 | 19 | 266 | 1353 | 292 | 243 | 183 | 173 | 713 | 325 | 504 | 437 | 460 | 369 | 151 | 553 | 323 | 429 | 372 | 407 | 319 | 20v | 25v |
| MTHF 1.00A 30 NBC 60 | B | 3.3 | 20 | 296 | 1384 | 275 | 237 | 194 | 130 | 642 | 294 | 453 | 403 | 431 | 368 | 186 | 605 | 373 | 490 | 428 | 459 | 363 | 51^ | 38^ |
| 205 99 GV 124 | C | 3.3 | 20 | 292 | 1381 | 285 | 246 | 209 | 131 | 653 | 305 | 459 | 411 | 445 | 380 | 180 | 601 | 372 | 489 | 427 | 457 | 363 | 43^ | 38^ |
| TUE 1.20A 30 | | | | | | | | | | | | | | | | | | | | | | | | |
| WED 1.08A 30 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | A | 3.1 | 18 | 273 | 1322 | 297 | 245 | 186 | 164 | 703 | 317 | 489 | 424 | 447 | 364 | 136 | 533 | 305 | 409 | 359 | 396 | 318 | 23v | 26v |
| 1.30 - 2.00 | A | 2.7 | 20 | 237 | 1485 | 264 | 227 | 161^ | 217 | 752 | 358 | 568 | 492 | 517 | 385 | 228 | 638 | 411 | 519 | 430 | 455 | 322 | 6v | 19v |
| DECISION '88:ILL. PRIMARY(S) | A | 5.2 | 16 | 461 | 1466 | 262 | 219 | 178 | 117^ | 793 | 218 | 447 | 395 | 431 | 383 | 56^ | 544 | 150 | 267 | 258 | 299 | 261 | 39^ | 36^ |
| TUE 11.30P 20 NBC | | | | | | | | | | | | | | | | | | | | | | | | |
| 191 95 P | | | | | | | | | | | | | | | | | | | | | | | | |
| FRIDAY NIGHT VIDEOS | A | 2.5 | 16 | 222 | 1320 | 245^ | 209^ | 173^ | 151^ | 621 | 337 | 474 | 437 | 445 | 358 | 122^ | 550 | 382 | 469 | 423 | 443 | 401 | 38v | 30v |
| FRI 1.30A 60 NBC 12 | B | 2.7 | 17 | 241 | 1423 | 297 | 275 | 225 | 175 | 605 | 337 | 489 | 432 | 451 | 363 | 217 | 584 | 412 | 505 | 425 | 452 | 360 | 85^ | 71^ |
| 174 96 PC 25 | C | 2.7 | 18 | 236 | 1440 | 283 | 254 | 211 | 170 | 603 | 338 | 476 | 418 | 446 | 362 | 235 | 601 | 426 | 520 | 435 | 461 | 364 | 98^ | 63^ |
| 1.30 - 2.00 | A | 2.7 | 16 | 239 | 1369 | 268 | 227^ | 186^ | 158^ | 660 | 365 | 500 | 457 | 471 | 382 | 134^ | 544 | 373 | 468 | 405 | 420 | 383 | 42v | 33v |
| 2.00 - 2.30 | A | 2.3 | 17 | 204 | 1263 | 219^ | 188^ | 158^ | 143^ | 574 | 306^ | 445 | 414 | 415 | 329 | 107^ | 557 | 392 | 470 | 444 | 469 | 421 | 34v | 26v |
| G MICHAELS SPORTS MACHINE | A | 1.5 | 5 | 133 | 1561 | 389^ | 297^ | 268^ | 121v | 787 | 263^ | 529 | 494 | 550 | 490 | 151^ | 600 | 227^ | 422^ | 390^ | 446^ | 380^ | 99v | 26v |
| SUN 11.30P 15 NBC 12 | B | 1.8 | 6 | 155 | 1529 | 266 | 210 | 220 | 100^ | 617 | 215 | 411 | 388 | 427 | 386 | 182^ | 764 | 364 | 564 | 493 | 537 | 445 | 43v | 55^ |
| 82 53 SC 27 | C | 1.8 | 6 | 159 | 1499 | 287 | 237 | 242 | 93^ | 612 | 218 | 413 | 393 | 436 | 392 | 199 | 746 | 352 | 537 | 468 | 524 | 420 | 44^ | 43^ |
| LATE SHOW-FOX | A | 1.3 | 4 | 117 | 1426 | 250^ | 222^ | 202^ | 133^ | 585 | 311 | 449 | 412 | 438 | 365 | 189^ | 607 | 380 | 519 | 415 | 439 | 374 | 75^ | 82^ |
| MON-FRI 11.30P 60 FOX 50 | B | 1.4 | 4 | 124 | 1406 | 267 | 233 | 215 | 139^ | 632 | 338 | 485 | 438 | 468 | 396 | 175^ | 591 | 356 | 487 | 408 | 434 | 359 | 53^ | 45v |
| 101 78 GV 124 | C | 1.6 | 4 | 144 | 1470 | 289 | 257 | 223 | 157^ | 650 | 344 | 492 | 437 | 474 | 406 | 187 | 606 | 370 | 497 | 417 | 446 | 369 | 65^ | 59^ |
| 11.30 - 12.00 | A | 1.5 | 4 | 131 | 1458 | 246^ | 217^ | 198^ | 138^ | 582 | 297 | 442 | 402 | 430 | 358 | 187^ | 620 | 368 | 524 | 413 | 432 | 376 | 79^ | 87^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOTAL PERS (2+) | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WORKING WOMEN 25-54 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21-49 | WOMEN 21-54 | WOMEN 25-54 | MEN 15-24 | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21-49 | MEN 21-54 | MEN 25-54 | TEENS MALE 12-17 | TEENS FEM. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE SHOW-FOX-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 12.00 - 12.30 | | | | A | 1.2 | 5 | 103 | 1384 | 255^ | 228^ | 206^ | 126^ | 589 | 329 | 458 | 424 | 447 | 373 | 192^ | 590 | 397 | 512 | 417 | 448 | 370 | 69v | 75v |
| SATURDAY NIGHT | | | | | A | 7.8 | 24 | 691 | 1531 | 300 | 261 | 231 | 128 | 632 | 250 | 432 | 407 | 440 | 396 | 143 | 570 | 278 | 438 | 402 | 432 | 386 | 105 | 99 |
| SAT | 11.30P | 77 | NBC | 9 | B | 8.3 | 24 | 732 | 1579 | 313 | 266 | 233 | 156 | 675 | 320 | 494 | 450 | 483 | 413 | 156 | 624 | 324 | 499 | 453 | 492 | 430 | 94 | 84 |
| | 201 | 99 | GV | 19 | C | 8.2 | 24 | 726 | 1589 | 313 | 267 | 236 | 151 | 676 | 322 | 493 | 449 | 485 | 420 | 158 | 618 | 322 | 494 | 446 | 485 | 426 | 99 | 88 |
| | 11.30 - 12.00 | | | | A | 8.6 | 23 | 762 | 1564 | 324 | 285 | 245 | 135 | 671 | 259 | 445 | 417 | 451 | 399 | 131 | 570 | 280 | 427 | 398 | 427 | 381 | 112 | 83^ |
| | 12.00 - 12.30 | | | | A | 7.7 | 24 | 682 | 1521 | 287 | 246 | 217 | 133 | 609 | 241 | 421 | 401 | 436 | 393 | 147 | 577 | 283 | 447 | 408 | 438 | 394 | 104 | 110 |
| | 12.30 - 1.00 | | | | A | 6.6 | 25 | 585 | 1468 | 269 | 238 | 227 | 103^ | 588 | 247 | 422 | 398 | 421 | 396 | 164 | 551 | 261 | 442 | 393 | 429 | 379 | 93^ | 112 |
| TONIGHT SHOW | | | | | A | 5.6 | 20 | 496 | 1387 | 304 | 238 | 225 | 106 | 755 | 241 | 445 | 400 | 449 | 397 | 90 | 536 | 208 | 339 | 319 | 353 | 295 | 27^ | 23^ |
| MTHF | 11.30P | 60 | NBC | 59 | B | 6.2 | 21 | 552 | 1411 | 277 | 217 | 207 | 90 | 739 | 230 | 418 | 384 | 431 | 391 | 99 | 548 | 218 | 353 | 326 | 361 | 310 | 41^ | 31^ |
| | 202 | 99 | GV | 121 | C | 6.2 | 21 | 549 | 1412 | 282 | 221 | 212 | 92 | 743 | 233 | 419 | 387 | 436 | 394 | 96 | 546 | 214 | 354 | 327 | 362 | 313 | 37^ | 33^ |
| TUE | 11.50P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WED | 11.38P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 11.30 - 12.00 | | | | A | 6.3 | 19 | 562 | 1394 | 296 | 228 | 226 | 100 | 750 | 235 | 436 | 394 | 450 | 401 | 76 | 533 | 191 | 326 | 314 | 351 | 301 | 31^ | 25^ |
| | 12.00 - 12.30 | | | | A | 5.3 | 21 | 470 | 1370 | 304 | 240 | 222 | 106 | 749 | 239 | 440 | 397 | 439 | 387 | 95 | 534 | 213 | 341 | 320 | 352 | 291 | 25^ | 22^ |
| | 12.30 - 1.00 | | | | A | 4.1 | 21 | 363 | 1418 | 345 | 292 | 230 | 151 | 800 | 288 | 528 | 460 | 503 | 430 | 148 | 562 | 284 | 396 | 341 | 356 | 265 | 11v | 14v |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)



| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOTAL 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MON-FRI EARLY MORNING | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WORLD NEWS-MORN-615A | | | | | A | 1.3 | 12 | 115 | 46v | 324 | 263^ | 662 | 174^ | 354 | 385 | 373 | 227^ | 483 | 130^ | 262^ | 287^ | 271^ | 159^ | 25v | 30v | 9v | 10v | 17v |
| MON-FRI | 6.15A | 15 | ABC | 60 | B | 1.3 | 13 | 115 | 74^ | 291 | 226 | 655 | 156^ | 386 | 394 | 384 | 219^ | 476 | 152^ | 300 | 323 | 256 | 123^ | 23v | 27v | 12v | 21v | 15v |
| | 140 | 82 | N | 125 | C | 1.3 | 14 | 118 | 69^ | 274 | 220 | 631 | 161^ | 374 | 380 | 361 | 211^ | 495 | 149^ | 303 | 327 | 279 | 143^ | 20v | 25v | 12v | 17v | 14v |
| ABC WORLD NEWS-MORN-645A | | | | | A | 2.4 | 14 | 213 | 68^ | 334 | 258 | 683 | 207 | 421 | 438 | 378 | 211 | 455 | 99^ | 221 | 277 | 275 | 157^ | 30v | 26v | 13v | 25v | 26v |
| MON-FRI | 6.45A | 15 | ABC | 60 | B | 2.1 | 14 | 188 | 72^ | 297 | 232 | 640 | 198 | 405 | 425 | 336 | 184 | 485 | 138 | 286 | 323 | 271 | 133^ | 45^ | 35^ | 18v | 22v | 30v |
| | 187 | 93 | N | 125 | C | 2.2 | 15 | 192 | 68^ | 282 | 222 | 626 | 175 | 390 | 407 | 340 | 187 | 484 | 133 | 266 | 299 | 278 | 153 | 40^ | 34^ | 21v | 22v | 30v |
| BEFORE HOURS | | | | | A | 0.8 | 9 | 74 | 111v | 218^ | 197^ | 655 | 237^ | 388^ | 375^ | 283^ | 243^ | 323^ | 146^ | 204^ | 178^ | 132^ | 75v | 40v | 23v | 40v | 20v | 41v |
| MON-FRI | 6.15A | 15 | NBC | 60 | B | 0.8 | 10 | 74 | 70v | 300^ | 263^ | 628 | 170^ | 365 | 356 | 327^ | 232^ | 417 | 189^ | 265^ | 245^ | 147^ | 118^ | 47v | 17v | 16v | 12v | 17v |
| | 149 | 86 | N | 125 | C | 0.8 | 10 | 67 | 71v | 305^ | 270^ | 624 | 169^ | 377^ | 370^ | 317^ | 216^ | 416 | 190^ | 256^ | 237^ | 135^ | 125^ | 31v | 23v | 14v | 13v | 19v |
| CBS MORNING NEWS- 6:30AM | | | | | A | 1.4 | 12 | 128 | 57v | 221^ | 114^ | 586 | 127^ | 270 | 298 | 365 | 256^ | 495 | 72^ | 228^ | 248^ | 309 | 229^ | 23v | << | 24v | 20v | 19v |
| MON-FRI | 6.30A | 30 | CBS | 60 | B | 1.3 | 12 | 119 | 67^ | 250 | 153^ | 597 | 152^ | 322 | 360 | 368 | 213^ | 459 | 95^ | 213^ | 227 | 259 | 195^ | 29v | 10v | 20v | 14v | 24v |
| | 146 | 87 | N | 130 | C | 1.2 | 12 | 110 | 57v | 265 | 146^ | 608 | 138^ | 289 | 328 | 355 | 251 | 420 | 97^ | 190^ | 197^ | 227^ | 191^ | 21v | 12v | 28v | 17v | 29v |
| CBS THIS MORNING-1 | | | | | A | 2.4 | 10 | 214 | 45^ | 208 | 126^ | 654 | 112^ | 257 | 290 | 308 | 337 | 436 | 78^ | 194 | 188 | 205 | 227 | 25v | << | 23v | 25v | 34v |
| MON-FRI | 7.30A | 30 | CBS | 60 | B | 2.3 | 11 | 203 | 40^ | 194 | 136 | 658 | 118^ | 276 | 292 | 311 | 339 | 451 | 80^ | 205 | 215 | 223 | 215 | 23v | 8v | 21v | 21v | 31v |
| | 202 | 98 | N | 80 | C | 2.2 | 11 | 197 | 44^ | 187 | 128^ | 654 | 117^ | 264 | 280 | 302 | 346 | 445 | 79^ | 201 | 207 | 217 | 215 | 23v | 7v | 22v | 20v | 29v |
| CBS THIS MORNING-2 | | | | | A | 2.6 | 11 | 232 | 52^ | 125^ | 59^ | 690 | 115^ | 197 | 235 | 275 | 429 | 402 | 62^ | 158 | 157 | 173 | 228 | 7v | 4v | 26v | 36v | 17v |
| MON-FRI | 8.30A | 30 | CBS | 60 | B | 2.5 | 11 | 222 | 39^ | 152 | 94^ | 718 | 114^ | 237 | 259 | 326 | 434 | 396 | 64^ | 148 | 156 | 171 | 222 | 11v | 9v | 23v | 26v | 25v |
| | 202 | 98 | N | 80 | C | 2.5 | 11 | 220 | 39^ | 149 | 90^ | 714 | 121 | 236 | 258 | 314 | 429 | 396 | 66^ | 148 | 152 | 166 | 224 | 11v | 8v | 26v | 24v | 27v |
| GOOD MORNING, AMERICA-730 | | | | | A | 4.4 | 19 | 393 | 57^ | 234 | 183 | 713 | 183 | 386 | 391 | 360 | 283 | 405 | 89 | 187 | 201 | 215 | 186 | 13v | 8v | 18v | 18v | 20v |
| MON-FRI | 7.30A | 30 | ABC | 60 | B | 4.2 | 20 | 372 | 57^ | 239 | 180 | 713 | 166 | 390 | 406 | 383 | 273 | 418 | 95 | 192 | 217 | 225 | 183 | 15v | 7v | 23^ | 24^ | 30^ |
| | 216 | 99 | N | 124 | C | 4.3 | 21 | 378 | 59^ | 241 | 184 | 711 | 159 | 380 | 398 | 378 | 281 | 426 | 99 | 194 | 214 | 223 | 190 | 16v | 7v | 22^ | 23^ | 28^ |
| GOOD MORNING, AMERICA-830 | | | | | A | 4.3 | 18 | 379 | 87^ | 199 | 171 | 772 | 195 | 379 | 404 | 355 | 336 | 371 | 59^ | 151 | 172 | 208 | 180 | 10v | 11v | 23^ | 23^ | 22v |
| MON-FRI | 8.30A | 30 | ABC | 60 | B | 4.5 | 19 | 397 | 73 | 197 | 154 | 754 | 164 | 362 | 385 | 396 | 337 | 371 | 66 | 147 | 177 | 210 | 176 | 10v | 8v | 22^ | 26^ | 23^ |
| | 215 | 99 | N | 125 | C | 4.5 | 20 | 397 | 73 | 201 | 157 | 760 | 157 | 359 | 379 | 396 | 345 | 374 | 68 | 148 | 169 | 201 | 183 | 10v | 7v | 22^ | 24^ | 21^ |
| NBC NEWS AT SUNRISE | | | | | A | 2.2 | 20 | 197 | 65^ | 252 | 197 | 711 | 176 | 392 | 399 | 368 | 266 | 473 | 112^ | 189 | 202 | 211 | 234 | 21v | 34v | 18v | 14v | 28v |
| MON-FRI | 6.00A | 30 | NBC | 60 | B | 2.0 | 20 | 181 | 69^ | 291 | 236 | 651 | 152 | 372 | 388 | 367 | 224 | 505 | 137^ | 241 | 262 | 242 | 210 | 26v | 23v | 14v | 15v | 19v |
| | 199 | 98 | N | 125 | C | 2.0 | 20 | 176 | 70^ | 305 | 252 | 646 | 153 | 379 | 398 | 361 | 215 | 491 | 123^ | 226 | 246 | 238 | 215 | 21v | 33v | 15v | 14v | 21v |
| TODAY SHOW-7.30AM | | | | | A | 5.1 | 22 | 450 | 49^ | 195 | 137 | 690 | 140 | 316 | 321 | 364 | 339 | 444 | 92 | 193 | 199 | 220 | 224 | 13v | 7v | 35^ | 23^ | 31^ |
| MON-FRI | 7.30A | 30 | NBC | 60 | B | 4.8 | 23 | 425 | 47^ | 217 | 157 | 687 | 122 | 320 | 342 | 378 | 320 | 464 | 102 | 213 | 224 | 230 | 221 | 17^ | 9v | 21^ | 17^ | 26^ |
| | 205 | 99 | N | 125 | C | 4.6 | 22 | 410 | 53^ | 218 | 159 | 682 | 130 | 323 | 346 | 365 | 313 | 477 | 109 | 223 | 228 | 230 | 228 | 17^ | 11v | 23^ | 19^ | 27^ |
| TODAY SHOW-8.30AM | | | | | A | 4.8 | 20 | 427 | 43^ | 177 | 134 | 749 | 109 | 298 | 314 | 395 | 410 | 370 | 68^ | 154 | 167 | 175 | 192 | 10v | 15v | 29^ | 22^ | 21^ |
| MON-FRI | 8.30A | 30 | NBC | 60 | B | 5.1 | 22 | 455 | 43^ | 169 | 128 | 727 | 111 | 293 | 315 | 375 | 391 | 419 | 90 | 176 | 180 | 195 | 219 | 10v | 7v | 20^ | 18^ | 17^ |
| | 205 | 99 | N | 125 | C | 4.8 | 22 | 429 | 58^ | 166 | 130 | 723 | 120 | 307 | 328 | 371 | 376 | 427 | 93 | 191 | 191 | 200 | 217 | 10v | 8v | 19^ | 17^ | 17^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 14-20, 1988

| PROGRAM NAME / DAY | TIME #STNS | DUR CVG% | NET TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC AFTERSCHOOL SPECIAL(S) | | | | | A | 6.0 | 16 | 532 | 116^ | 328 | 264 | 129 | 757 | 291 | 509 | 429 | 484 | 357 | 193 | 253 | 68^ | 42^ | 92^ | 75^ | 53^ | 121 | 84^ | 90^ |
| WED | 4.00P | 54 | ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 185 | 91 | FV | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 4.00P | 24 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | & 4.30P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DADDY CAN'T READ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 4.00 - 4.30 | | | | A | 6.0 | 17 | 532 | 136 | 337 | 285 | 135 | 778 | 321 | 539 | 450 | 499 | 345 | 189 | 247 | 58^ | 29v | 90^ | 65^ | 52^ | 114^ | 87^ | 79^ |
| | 4.30 - 5.00 | | | | A | 6.1 | 16 | 540 | 98^ | 316 | 243 | 122 | 729 | 262 | 477 | 406 | 465 | 361 | 192 | 254 | 74^ | 51^ | 93^ | 83^ | 53^ | 124 | 80^ | 97^ |
| ALL MY CHILDREN | | | | | A | 7.5 | 24 | 668 | 143 | 244 | 222 | 128 | 856 | 378 | 592 | 483 | 529 | 352 | 219 | 262 | 64 | 17^ | 38^ | 24^ | 59 | 60 | 71 | 48^ |
| MON-FRI | 1.00P | 60 | ABC | 59 | B | 7.9 | 24 | 697 | 148 | 246 | 215 | 144 | 850 | 394 | 592 | 473 | 523 | 341 | 208 | 272 | 70 | 15^ | 42 | 32^ | 55 | 57 | 72 | 39 |
| | 218 | 99 | DD | 123 | C | 7.7 | 25 | 687 | 146 | 243 | 214 | 147 | 854 | 384 | 576 | 452 | 503 | 342 | 227 | 272 | 77 | 15^ | 39 | 30^ | 59 | 54 | 77 | 36^ |
| | 1.00 - 1.30 | | | | A | 7.1 | 23 | 633 | 143 | 246 | 224 | 131 | 859 | 383 | 600 | 488 | 531 | 353 | 216 | 267 | 63 | 19^ | 38^ | 25^ | 62 | 64 | 75 | 51^ |
| | 1.30 - 2.00 | | | | A | 7.9 | 25 | 698 | 143 | 245 | 221 | 127 | 861 | 376 | 589 | 482 | 531 | 355 | 223 | 260 | 66 | 16^ | 38^ | 24^ | 56 | 58 | 68 | 46^ |
| AMERICAN TREASURY | | | | | A | 4.8 | 15 | 428 | 86 | 179 | 133 | 108 | 883 | 214 | 380 | 310 | 371 | 359 | 442 | 287 | 155 | 31^ | 63^ | 44^ | 50^ | 62^ | 56^ | 55^ |
| MWF | 3.58P | 1 | CBS | 34 | B | 5.1 | 15 | 448 | 101 | 204 | 148 | 129 | 896 | 250 | 444 | 349 | 405 | 382 | 397 | 299 | 132 | 30^ | 56^ | 54^ | 39^ | 58 | 43^ | 53^ |
| | 195 | 91 | DO | 74 | C | 4.7 | 15 | 418 | 91 | 188 | 130 | 125 | 878 | 239 | 426 | 333 | 388 | 375 | 397 | 289 | 131 | 27^ | 50^ | 47^ | 35^ | 50^ | 38^ | 47^ |
| ANOTHER WORLD | | | | | A | 5.4 | 18 | 480 | 84 | 163 | 144 | 180 | 875 | 304 | 490 | 346 | 405 | 356 | 325 | 251 | 103 | 22^ | 67^ | 47^ | 28^ | 77 | 60^ | 45^ |
| MON-FRI | 2.00P | 60 | NBC | 59 | B | 5.5 | 18 | 489 | 92 | 196 | 169 | 151 | 873 | 283 | 467 | 347 | 403 | 365 | 349 | 278 | 109 | 20^ | 61 | 41^ | 27^ | 45^ | 44^ | 27^ |
| | 202 | 98 | DD | 120 | C | 5.2 | 17 | 457 | 84 | 204 | 176 | 152 | 871 | 279 | 471 | 348 | 407 | 371 | 341 | 286 | 109 | 22^ | 59 | 42^ | 26^ | 43^ | 42^ | 27^ |
| | 2.00 - 2.30 | | | | A | 5.5 | 18 | 489 | 83 | 160 | 139 | 184 | 878 | 307 | 493 | 343 | 402 | 351 | 325 | 262 | 105 | 19^ | 67^ | 43^ | 26^ | 81 | 62^ | 44^ |
| | 2.30 - 3.00 | | | | A | 5.3 | 17 | 473 | 84 | 166 | 148 | 174 | 868 | 299 | 486 | 348 | 407 | 359 | 324 | 238 | 101 | 25^ | 66^ | 51^ | 30^ | 73 | 57^ | 46^ |
| AS THE WORLD TURNS | | | | | A | 6.7 | 22 | 592 | 104 | 168 | 133 | 117 | 931 | 223 | 412 | 314 | 363 | 379 | 470 | 258 | 134 | 18^ | 39^ | 23^ | 36^ | 41^ | 50^ | 28^ |
| MON-FRI | 2.00P | 60 | CBS | 58 | B | 7.1 | 23 | 633 | 103 | 178 | 135 | 117 | 920 | 245 | 434 | 335 | 389 | 379 | 433 | 284 | 123 | 21^ | 31^ | 31^ | 39^ | 49 | 48 | 40^ |
| | 206 | 98 | DD | 125 | C | 6.6 | 22 | 587 | 91 | 170 | 121 | 115 | 914 | 232 | 425 | 328 | 390 | 394 | 427 | 275 | 120 | 19^ | 29^ | 30^ | 36^ | 46 | 46 | 36^ |
| | 2.00 - 2.30 | | | | A | 6.5 | 22 | 578 | 109 | 171 | 136 | 113 | 944 | 227 | 414 | 315 | 364 | 378 | 481 | 273 | 142 | 15^ | 34^ | 17^ | 36^ | 44^ | 53^ | 26^ |
| | 2.30 - 3.00 | | | | A | 6.8 | 22 | 606 | 100 | 165 | 130 | 120 | 919 | 219 | 410 | 312 | 362 | 380 | 459 | 245 | 126 | 22^ | 44^ | 30^ | 36^ | 39^ | 47^ | 29^ |
| BLACKOUT | | | | | A | 2.5 | 10 | 218 | 93^ | 114^ | 81^ | 85^ | 708 | 224 | 315 | 245 | 278 | 269 | 360 | 338 | 143^ | 28v | 44^ | 30v | 77^ | 153^ | 116^ | 113^ |
| MON-FRI | 10.00A | 30 | CBS | 55 | B | 2.4 | 10 | 211 | 73^ | 146 | 109^ | 69^ | 728 | 191 | 331 | 272 | 323 | 341 | 346 | 368 | 175 | 22v | 29v | 21v | 72^ | 73^ | 75^ | 69^ |
| | 167 | 82 | QP | 55 | C | 2.4 | 10 | 211 | 73^ | 146 | 109^ | 69^ | 728 | 191 | 331 | 272 | 323 | 341 | 346 | 368 | 175 | 22v | 29v | 21v | 72^ | 73^ | 75^ | 69^ |
| BOLD AND THE BEAUTIFUL | | | | | A | 5.5 | 18 | 491 | 107 | 182 | 147 | 99 | 936 | 222 | 393 | 301 | 343 | 373 | 501 | 272 | 131 | 16v | 29^ | 9v | 44^ | 52^ | 59^ | 36^ |
| MON-FRI | 1.30P | 30 | CBS | 57 | B | 5.8 | 18 | 513 | 97 | 197 | 154 | 106 | 911 | 237 | 433 | 339 | 386 | 395 | 432 | 298 | 122 | 20^ | 23^ | 24^ | 44^ | 50 | 52 | 43^ |
| | 193 | 92 | DD | 123 | C | 5.3 | 18 | 472 | 89 | 190 | 141 | 105 | 898 | 231 | 428 | 334 | 390 | 401 | 414 | 292 | 120 | 18^ | 20^ | 22^ | 41^ | 50^ | 51^ | 40^ |
| CBS SCHOOLBREAK SPECIALS(S,R) | | | | | A | 4.3 | 12 | 381 | 41v | 195 | 153^ | 154^ | 791 | 216 | 413 | 350 | 405 | 382 | 323 | 276 | 92^ | 40v | 154^ | 110^ | 53^ | 82^ | 39v | 96^ |
| TUE | 4.00P | 60 | CBS | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 163 | 81 | CL | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAY THEY CAME TO ARREST BOOK | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 4.00 - 4.30 | | | | A | 4.2 | 12 | 372 | 55^ | 170^ | 136^ | 144^ | 790 | 229 | 415 | 351 | 397 | 366 | 330 | 227 | 67^ | 30v | 143^ | 98^ | 40v | 92^ | 44v | 88^ |
| | CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 14-20, 1988

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HH AVG. AUD. % | HH SH % | HH AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SCHOOLBREAK SPECIALS-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 4.30 - 5.00 | | | | A | 4.5 | 12 | 399 | 27v | 214 | 166 | 159^ | 773 | 200 | 402 | 341 | 403 | 388 | 310 | 315 | 113^ | 48^ | 160 | 118^ | 64^ | 71^ | 33v | 102^ |
| CLASSIC CONCENTRATION | | | | | A | 4.1 | 17 | 365 | 96 | 164 | 118 | 67^ | 816 | 134 | 322 | 277 | 337 | 386 | 435 | 308 | 148 | 15v | 27^ | 32^ | 42^ | 80^ | 86^ | 37^ |
| MON-FRI | 10.30A | 30 | NBC | 59 | B | 4.0 | 16 | 355 | 88 | 163 | 121 | 82 | 800 | 170 | 341 | 275 | 354 | 354 | 381 | 342 | 148 | 21^ | 32^ | 26^ | 47^ | 66^ | 70^ | 43^ |
| | 140 | 75 | QG | 121 | C | 3.6 | 15 | 322 | 86 | 154 | 117 | 82 | 808 | 191 | 360 | 292 | 361 | 339 | 380 | 339 | 154 | 22^ | 28^ | 23^ | 46^ | 65^ | 68^ | 43^ |
| DAYS OF OUR LIVES | | | | | A | 7.2 | 23 | 636 | 72 | 160 | 139 | 209 | 857 | 300 | 486 | 330 | 387 | 338 | 313 | 269 | 97 | 28^ | 87 | 72 | 25^ | 72 | 58 | 38^ |
| MON-FRI | 1.00P | 60 | NBC | 59 | B | 7.6 | 24 | 676 | 92 | 199 | 171 | 177 | 865 | 299 | 498 | 365 | 425 | 366 | 307 | 274 | 102 | 26^ | 78 | 60 | 32^ | 46 | 48 | 31^ |
| | 205 | 99 | DD | 123 | C | 7.2 | 23 | 634 | 92 | 195 | 165 | 175 | 857 | 295 | 493 | 362 | 425 | 369 | 300 | 279 | 104 | 25^ | 74 | 59 | 33^ | 45 | 48 | 30^ |
| | 1.00 - 1.30 | | | | A | 6.9 | 22 | 610 | 68 | 164 | 142 | 196 | 855 | 284 | 470 | 326 | 388 | 342 | 324 | 269 | 99 | 28^ | 85 | 71 | 25^ | 73 | 60 | 38^ |
| | 1.30 - 2.00 | | | | A | 7.5 | 24 | 665 | 76 | 155 | 137 | 220 | 856 | 314 | 499 | 331 | 385 | 334 | 303 | 268 | 96 | 28^ | 89 | 72 | 24^ | 71 | 56 | 38^ |
| GENERAL HOSPITAL | | | | | A | 8.4 | 26 | 741 | 132 | 235 | 206 | 154 | 859 | 358 | 535 | 418 | 469 | 339 | 273 | 222 | 84 | 21^ | 70 | 46 | 54 | 73 | 60 | 67 |
| MON-FRI | 3.00P | 60 | ABC | 59 | B | 8.7 | 27 | 768 | 125 | 241 | 202 | 166 | 874 | 366 | 550 | 423 | 476 | 347 | 271 | 233 | 86 | 24^ | 68 | 50 | 44 | 52 | 54 | 41 |
| | 215 | 99 | DD | 123 | C | 8.2 | 26 | 728 | 125 | 240 | 201 | 167 | 876 | 364 | 546 | 416 | 466 | 341 | 281 | 234 | 88 | 24^ | 67 | 49 | 46 | 50 | 58 | 39 |
| | 3.00 - 3.30 | | | | A | 8.2 | 27 | 730 | 134 | 232 | 204 | 156 | 868 | 368 | 543 | 423 | 472 | 335 | 276 | 219 | 84 | 19^ | 68 | 44^ | 55 | 72 | 60 | 67 |
| | 3.30 - 4.00 | | | | A | 8.5 | 26 | 751 | 131 | 238 | 209 | 153 | 850 | 349 | 528 | 413 | 465 | 344 | 270 | 226 | 85 | 22^ | 72 | 48 | 53 | 74 | 61 | 67 |
| GUIDING LIGHT | | | | | A | 6.3 | 20 | 558 | 98 | 190 | 148 | 128 | 907 | 221 | 413 | 329 | 373 | 374 | 450 | 242 | 135 | 23^ | 67 | 51^ | 43^ | 54^ | 54^ | 44^ |
| MON-FRI | 3.00P | 60 | CBS | 57 | B | 6.6 | 20 | 586 | 98 | 203 | 151 | 128 | 913 | 251 | 451 | 355 | 403 | 391 | 414 | 274 | 121 | 24^ | 53 | 48 | 38^ | 56 | 47 | 46 |
| | 205 | 98 | DD | 124 | C | 6.1 | 20 | 544 | 91 | 191 | 134 | 121 | 901 | 239 | 435 | 341 | 394 | 395 | 414 | 265 | 119 | 18^ | 44^ | 38^ | 35^ | 51 | 44^ | 42^ |
| | 3.00 - 3.30 | | | | A | 6.2 | 20 | 551 | 104 | 187 | 146 | 129 | 912 | 219 | 416 | 330 | 374 | 380 | 452 | 247 | 135 | 23^ | 60^ | 49^ | 42^ | 47^ | 54^ | 35^ |
| | 3.30 - 4.00 | | | | A | 6.4 | 20 | 565 | 92 | 192 | 150 | 127 | 903 | 222 | 410 | 328 | 373 | 368 | 449 | 237 | 134 | 24^ | 74 | 52^ | 44^ | 61 | 53^ | 52^ |
| HOME | | | | | A | 2.8 | 11 | 245 | 150 | 269 | 228 | 108^ | 823 | 309 | 520 | 431 | 483 | 379 | 251 | 275 | 74^ | 21v | 37^ | 32v | 39^ | 48^ | 71^ | 16v |
| MON-FRI | 11.30A | 30 | ABC | 45 | B | 2.7 | 10 | 240 | 157 | 250 | 209 | 100^ | 809 | 307 | 533 | 448 | 494 | 384 | 230 | 251 | 68^ | 19v | 26v | 24v | 45^ | 51^ | 71^ | 25v |
| | 176 | 87 | IA | 45 | C | 2.7 | 10 | 240 | 157 | 250 | 209 | 100^ | 809 | 307 | 533 | 448 | 494 | 384 | 230 | 251 | 68^ | 19v | 26v | 24v | 45^ | 51^ | 71^ | 25v |
| LOVING | | | | | A | 4.1 | 14 | 361 | 153 | 254 | 239 | 133 | 844 | 397 | 583 | 468 | 502 | 309 | 227 | 253 | 53^ | 18v | 37^ | 28^ | 84^ | 64^ | 82^ | 66^ |
| MON-FRI | 12.30P | 30 | ABC | 59 | B | 4.3 | 14 | 382 | 141 | 254 | 229 | 143 | 834 | 384 | 576 | 458 | 499 | 336 | 217 | 244 | 56^ | 20^ | 44^ | 35^ | 62^ | 54^ | 73 | 43^ |
| | 176 | 88 | DD | 123 | C | 4.2 | 15 | 376 | 145 | 246 | 223 | 145 | 841 | 386 | 576 | 451 | 490 | 332 | 226 | 243 | 62^ | 19^ | 39^ | 31^ | 74 | 51^ | 84 | 41^ |
| NBC NEWS DIGEST-DAYTIME | | | | | A | 4.9 | 16 | 434 | 101 | 162 | 144 | 196 | 892 | 292 | 503 | 357 | 412 | 388 | 334 | 256 | 98 | 29^ | 88 | 70^ | 33^ | 65^ | 61^ | 36^ |
| MWF | 2.57P | 1 | NBC | 35 | B | 4.9 | 15 | 433 | 82 | 193 | 166 | 159 | 851 | 262 | 459 | 343 | 395 | 379 | 341 | 287 | 105 | 26^ | 79 | 57^ | 31^ | 45^ | 46^ | 30^ |
| | 192 | 95 | N | 74 | C | 4.7 | 16 | 418 | 75 | 196 | 170 | 152 | 836 | 250 | 450 | 339 | 394 | 374 | 331 | 300 | 105 | 28^ | 80 | 57^ | 27^ | 42^ | 40^ | 30^ |
| NEW CARD SHARKS | | | | | A | 3.0 | 12 | 264 | 68^ | 95^ | 77^ | 48^ | 725 | 175 | 280 | 238 | 281 | 290 | 402 | 414 | 234 | 23v | 37^ | 15v | 64^ | 104^ | 79^ | 89^ |
| MON-FRI | 10.30A | 30 | CBS | 59 | B | 3.1 | 12 | 273 | 62^ | 148 | 109 | 61^ | 718 | 167 | 310 | 256 | 306 | 343 | 357 | 422 | 237 | 25^ | 25^ | 15v | 76^ | 77^ | 83^ | 70^ |
| | 161 | 79 | QP | 125 | C | 3.1 | 13 | 278 | 78^ | 141 | 102 | 62^ | 709 | 182 | 321 | 267 | 327 | 334 | 328 | 435 | 248 | 23v | 23v | 16v | 74^ | 69^ | 87^ | 57^ |
| NEWSBREAK-11.57 | | | | | A | 5.1 | 19 | 454 | 68^ | 139 | 109 | 52^ | 709 | 149 | 268 | 226 | 255 | 274 | 412 | 419 | 218 | 17v | 34^ | 18v | 56^ | 84 | 69^ | 71^ |
| MON-FRI | 11.57A | 2 | CBS | 59 | B | 5.7 | 21 | 502 | 65 | 179 | 134 | 69 | 746 | 176 | 317 | 256 | 306 | 311 | 379 | 426 | 217 | 20^ | 26^ | 17^ | 57 | 66 | 68 | 54 |
| | 175 | 82 | N | 124 | C | 5.4 | 21 | 475 | 63 | 174 | 129 | 72 | 751 | 180 | 320 | 256 | 307 | 309 | 380 | 419 | 214 | 19^ | 22^ | 16^ | 53^ | 60 | 68 | 45^ |
| NEWSBREAK-3.44 | | | | | A | 5.3 | 17 | 473 | 102 | 199 | 165 | 133 | 907 | 232 | 406 | 317 | 351 | 354 | 467 | 244 | 134 | 23^ | 73 | 50^ | 41^ | 55^ | 46^ | 50^ |
| MON | 3.42P | 1 | CBS | 57 | B | 5.7 | 17 | 504 | 102 | 213 | 163 | 125 | 913 | 253 | 439 | 344 | 387 | 381 | 431 | 269 | 120 | 22^ | 55 | 44^ | 39^ | 62 | 50^ | 51 |
| | CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME #STNS | DUR CVG% | NET TYPE | NO. OF T/C | KEY | HH AVG. AUD. % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-3.44-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 193 | 92 | N | 124 | C | 5.3 | 17 | 470 | 90 | 193 | 142 | 115 | 895 | 235 | 414 | 322 | 372 | 382 | 432 | 259 | 117 | 18^ | 45^ | 35^ | 35^ | 55 | 44^ | 46^ |
| TUE 3.44P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WED&THU 3.41P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRI 3.40P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | | | | A | 7.4 | 24 | 659 | 148 | 225 | 199 | 133 | 878 | 359 | 560 | 452 | 510 | 375 | 260 | 220 | 76 | 19^ | 44^ | 31^ | 56 | 58 | 68 | 46^ |
| MON-FRI 2.00P | 60 | ABC | 59 | B | 8.0 | 25 | 707 | 148 | 226 | 196 | 150 | 871 | 379 | 580 | 456 | 510 | 362 | 237 | 228 | 83 | 16^ | 48 | 34^ | 47 | 55 | 66 | 36^ |
| 215 | 99 | DD | 121 | C | 7.8 | 26 | 692 | 144 | 226 | 196 | 154 | 874 | 375 | 570 | 440 | 492 | 358 | 252 | 235 | 89 | 16^ | 44 | 32^ | 50 | 54 | 69 | 34^ |
| 2.00 - 2.30 | | | | A | 7.2 | 24 | 640 | 149 | 228 | 202 | 129 | 877 | 364 | 563 | 454 | 513 | 376 | 256 | 232 | 80 | 19^ | 35^ | 26^ | 56 | 53 | 70 | 39^ |
| 2.30 - 3.00 | | | | A | 7.7 | 25 | 679 | 148 | 222 | 197 | 137 | 878 | 355 | 557 | 451 | 507 | 375 | 264 | 209 | 73 | 19^ | 52 | 35^ | 56 | 62 | 66 | 53 |
| PRICE IS RIGHT 1 | | | | A | 5.1 | 21 | 454 | 69^ | 109 | 82 | 65^ | 700 | 165 | 269 | 210 | 235 | 274 | 405 | 453 | 240 | 21^ | 28^ | 13v | 78 | 88 | 85 | 81 |
| MON-FRI 11.00A | 30 | CBS | 58 | B | 5.4 | 21 | 474 | 63 | 157 | 108 | 67 | 729 | 158 | 296 | 237 | 279 | 320 | 391 | 446 | 238 | 24^ | 22^ | 18^ | 72 | 73 | 81 | 64 |
| 209 | 97 | AP | 124 | C | 5.2 | 22 | 462 | 67 | 154 | 102 | 73 | 730 | 172 | 303 | 238 | 282 | 306 | 383 | 442 | 235 | 21^ | 21^ | 17^ | 70 | 68 | 81 | 57 |
| PRICE IS RIGHT 2 | | | | A | 6.7 | 26 | 590 | 64 | 116 | 87 | 57 | 717 | 152 | 262 | 210 | 236 | 272 | 430 | 438 | 239 | 18^ | 28^ | 10v | 73 | 87 | 82 | 78 |
| MON-FRI 11.30A | 30 | CBS | 59 | B | 7.0 | 26 | 619 | 60 | 157 | 111 | 68 | 742 | 165 | 295 | 235 | 278 | 298 | 403 | 444 | 235 | 23^ | 23^ | 18^ | 67 | 69 | 76 | 59 |
| 209 | 97 | AP | 126 | C | 6.7 | 27 | 590 | 59 | 157 | 108 | 72 | 739 | 170 | 298 | 234 | 279 | 294 | 396 | 444 | 237 | 20^ | 21^ | 17^ | 64 | 63 | 76 | 51 |
| RYAN'S HOPE | | | | A | 2.5 | 9 | 225 | 164 | 240 | 224 | 100^ | 847 | 409 | 580 | 498 | 523 | 293 | 242 | 310 | 52^ | 10v | 48^ | 21v | 69^ | 76^ | 76^ | 70^ |
| MON-FRI 12.00N | 30 | ABC | 59 | B | 2.9 | 10 | 257 | 140 | 258 | 227 | 125 | 810 | 378 | 571 | 480 | 515 | 330 | 203 | 262 | 56^ | 19v | 55^ | 40^ | 72^ | 61^ | 78^ | 55^ |
| 163 | 81 | DD | 123 | C | 3.0 | 11 | 264 | 139 | 253 | 230 | 131 | 822 | 392 | 582 | 479 | 519 | 327 | 199 | 262 | 54^ | 21v | 52^ | 37^ | 85^ | 56^ | 91^ | 50^ |
| SALE OF THE CENTURY | | | | A | 3.6 | 15 | 315 | 59^ | 158 | 112 | 39^ | 796 | 133 | 302 | 277 | 341 | 347 | 430 | 353 | 186 | 7v | 19v | 14v | 38^ | 59^ | 68^ | 29^ |
| MON-FRI 10.00A | 30 | NBC | 59 | B | 3.4 | 14 | 305 | 62^ | 169 | 126 | 47^ | 784 | 144 | 311 | 274 | 334 | 333 | 413 | 421 | 210 | 17v | 20v | 17v | 43^ | 48^ | 57^ | 34^ |
| 145 | 75 | QG | 121 | C | 3.2 | 13 | 279 | 67^ | 150 | 116 | 52^ | 784 | 153 | 325 | 283 | 332 | 318 | 410 | 414 | 209 | 16v | 21v | 17v | 45^ | 50^ | 60^ | 34^ |
| SANTA BARBARA | | | | A | 4.8 | 15 | 429 | 93 | 150 | 128 | 192 | 832 | 263 | 463 | 324 | 386 | 386 | 307 | 244 | 83 | 26^ | 92 | 70^ | 38^ | 69^ | 61^ | 46^ |
| MON-FRI 3.00P | 60 | NBC | 58 | B | 5.0 | 15 | 441 | 93 | 179 | 148 | 171 | 837 | 258 | 449 | 329 | 393 | 382 | 324 | 285 | 105 | 23^ | 97 | 64 | 33^ | 49^ | 49^ | 33^ |
| 198 | 98 | DD | 120 | C | 4.9 | 16 | 438 | 92 | 188 | 156 | 172 | 831 | 263 | 461 | 342 | 412 | 380 | 300 | 281 | 104 | 28^ | 103 | 69 | 32^ | 49^ | 47^ | 33^ |
| 3.00 - 3.30 | | | | A | 4.7 | 16 | 420 | 99 | 145 | 125 | 189 | 843 | 267 | 473 | 333 | 391 | 389 | 312 | 247 | 83 | 23^ | 87 | 64^ | 36^ | 69^ | 63^ | 42^ |
| 3.30 - 4.00 | | | | A | 4.9 | 15 | 432 | 89 | 157 | 132 | 197 | 832 | 261 | 460 | 320 | 386 | 388 | 306 | 244 | 84 | 30^ | 97 | 77^ | 40^ | 70^ | 59^ | 51^ |
| SCRABBLE | | | | A | 4.1 | 14 | 367 | 61^ | 136 | 99 | 74^ | 842 | 123 | 296 | 243 | 316 | 384 | 472 | 296 | 158 | 10v | 29^ | 26^ | 28^ | 54^ | 63^ | 19v |
| MON-FRI 12.30P | 30 | NBC | 59 | B | 4.6 | 15 | 411 | 53^ | 148 | 108 | 75 | 802 | 139 | 307 | 249 | 313 | 349 | 431 | 341 | 178 | 17^ | 33^ | 27^ | 47^ | 53^ | 58^ | 42^ |
| 157 | 84 | QG | 136 | C | 4.1 | 15 | 366 | 64^ | 145 | 111 | 75 | 803 | 160 | 317 | 258 | 311 | 324 | 432 | 355 | 185 | 20^ | 28^ | 26^ | 43^ | 52^ | 56^ | 39^ |
| SUPER PASSWORD | | | | A | 3.7 | 14 | 330 | 50^ | 101^ | 70^ | 81^ | 790 | 144 | 279 | 220 | 286 | 310 | 445 | 284 | 161 | 14v | 41^ | 27^ | 51^ | 54^ | 80^ | 25v |
| MON-FRI 12.00N | 30 | NBC | 59 | B | 3.8 | 13 | 336 | 67^ | 128 | 92 | 83 | 780 | 155 | 312 | 250 | 297 | 312 | 422 | 317 | 169 | 19v | 38^ | 30^ | 51^ | 59^ | 74^ | 36^ |
| 160 | 72 | QG | 122 | C | 3.4 | 13 | 304 | 73^ | 121 | 89 | 82^ | 784 | 167 | 312 | 248 | 295 | 302 | 424 | 341 | 179 | 20v | 33^ | 26^ | 48^ | 60^ | 69^ | 39^ |
| WHEEL OF FORTUNE | | | | A | 6.0 | 24 | 532 | 77 | 155 | 105 | 56^ | 832 | 149 | 303 | 266 | 321 | 337 | 474 | 332 | 173 | 21^ | 23^ | 28^ | 30^ | 69 | 79 | 20^ |
| MON-FRI 11.00A | 30 | NBC | 59 | B | 6.2 | 24 | 551 | 67 | 170 | 123 | 68 | 818 | 161 | 314 | 259 | 320 | 336 | 443 | 350 | 178 | 14^ | 23^ | 19^ | 40^ | 51 | 63 | 28^ |
| 206 | 99 | QG | 123 | C | 5.7 | 23 | 502 | 68 | 163 | 115 | 69 | 815 | 167 | 311 | 255 | 318 | 322 | 442 | 367 | 187 | 16^ | 23^ | 20^ | 38^ | 51^ | 60 | 29^ |
| WHO'S THE BOSS? M-F CONT'D | | | | A | 3.2 | 13 | 280 | 148 | 289 | 263 | 146 | 691 | 335 | 522 | 403 | 432 | 269 | 140 | 302 | 50^ | 27v | 76^ | 43^ | 97^ | 83^ | 130 | 50^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | LOH 18-49 W/CH <3 | WORKING WOMEN 18+ | WORKING WOMEN 18-49 | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 55+ | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 15-17 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MONDAY-FRIDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WHO'S THE BOSS? M-F-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MON-FRI | 11.00A | 30 | ABC | 59 | B | 3.6 | 14 | 317 | 135 | 259 | 233 | 139 | 691 | 320 | 506 | 397 | 429 | 292 | 152 | 303 | 57^ | 49^ | 65^ | 53^ | 101 | 93 | 112 | 83 |
| | 154 | 78 | CS | 123 | C | 3.6 | 15 | 315 | 131 | 245 | 220 | 133 | 706 | 322 | 505 | 397 | 428 | 293 | 169 | 295 | 56^ | 43^ | 61^ | 46^ | 107 | 83 | 119 | 71^ |
| WIN, LOSE OR DRAW | | | | | A | 5.0 | 20 | 447 | 87 | 167 | 130 | 85 | 793 | 192 | 361 | 298 | 358 | 338 | 373 | 322 | 129 | 26^ | 43^ | 30^ | 43^ | 79 | 92 | 29^ |
| MON-FRI | 11.30A | 30 | NBC | 59 | B | 5.0 | 19 | 440 | 88 | 188 | 151 | 101 | 786 | 204 | 380 | 303 | 357 | 338 | 353 | 326 | 124 | 25^ | 44^ | 35^ | 51^ | 74 | 83 | 43^ |
| | 184 | 89 | QG | 136 | C | 4.2 | 17 | 374 | 97 | 174 | 140 | 99 | 798 | 218 | 393 | 314 | 372 | 337 | 347 | 322 | 129 | 25^ | 37^ | 32^ | 49^ | 73 | 79 | 43^ |
| YOUNG AND THE RESTLESS | | | | | A | 8.7 | 30 | 767 | 124 | 179 | 152 | 113 | 885 | 268 | 449 | 348 | 390 | 355 | 394 | 271 | 132 | 12^ | 34^ | 16^ | 47 | 74 | 80 | 40^ |
| MON-FRI | 12.30P | 60 | CBS | 59 | B | 8.7 | 29 | 767 | 118 | 210 | 175 | 129 | 887 | 286 | 475 | 363 | 410 | 369 | 364 | 290 | 125 | 18^ | 31^ | 26^ | 47 | 70 | 76 | 41 |
| | 209 | 98 | DD | 126 | C | 8.1 | 29 | 718 | 108 | 202 | 164 | 129 | 874 | 280 | 464 | 350 | 401 | 362 | 360 | 284 | 124 | 17^ | 27^ | 25^ | 43 | 64 | 71 | 36 |
| | 12.30 - 1.00 | | | | A | 8.5 | 30 | 750 | 121 | 170 | 145 | 104 | 871 | 260 | 437 | 344 | 386 | 352 | 392 | 282 | 141 | 12^ | 33^ | 15^ | 48 | 71 | 80 | 40^ |
| | 1.00 - 1.30 | | | | A | 8.9 | 30 | 785 | 127 | 187 | 159 | 121 | 897 | 276 | 460 | 352 | 394 | 357 | 396 | 261 | 124 | 13^ | 34^ | 18^ | 45 | 77 | 81 | 41^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)



| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS. (2+) | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-49 | MEN 15-24 | MEN TOTAL | TEENS TOTAL 12-17 | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | TEENS TOT. 15-17 | CHILDREN TOTAL 2-11 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 | CHILDREN TOT. 6-8 | CHILDREN TOT. 9-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CHILDREN | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND SPECIALS(R) | | | | | A | 2.4 | 8 | 213 | 1322 | 155^ | 446 | 308 | 138^ | 275^ | 239^ | 140^ | 99^ | 147^ | 92^ | 363 | 142^ | 220^ | 138^ | 225^ | 93^ | 131^ | 72v | 153^ |
| SAT | 1.00P | 30 | ABC | 6 | B | 2.3 | 7 | 207 | 1450 | 156^ | 463 | 331 | 114^ | 288 | 217 | 108^ | 109^ | 130^ | 87^ | 483 | 263 | 220 | 194 | 289 | 162 | 126^ | 124^ | 165 |
| | 141 | 78 | CA | 9 | C | 2.3 | 7 | 200 | 1467 | 151 | 489 | 356 | 105^ | 324 | 199 | 92^ | 107^ | 120^ | 78^ | 455 | 258 | 198 | 186 | 269 | 156 | 113^ | 123^ | 147 |
| PIPPI LONGSTOCKING, PT 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALF-SAT MORN | | | | | A | 6.3 | 21 | 558 | 1510 | 133 | 377 | 321 | 102^ | 211 | 285 | 126 | 158 | 168 | 116 | 637 | 332 | 305 | 306 | 331 | 168 | 162 | 151 | 180 |
| SAT | 10.00A | 30 | NBC | 12 | B | 6.3 | 21 | 562 | 1493 | 141 | 387 | 321 | 86 | 231 | 222 | 106 | 116 | 140 | 82 | 653 | 334 | 319 | 274 | 379 | 205 | 174 | 187 | 192 |
| | 204 | 99 | CA | 19 | C | 6.2 | 21 | 553 | 1501 | 137 | 370 | 311 | 88 | 237 | 220 | 107 | 113 | 140 | 80 | 673 | 344 | 330 | 271 | 402 | 217 | 186 | 200 | 202 |
| ALL NEW POUND PUPPIES | | | | | A | 3.1 | 14 | 275 | 1591 | 67^ | 301 | 273 | 51v | 248 | 106^ | 55v | 51v | 79^ | 26v | 936 | 497 | 438 | 375 | 561 | 296 | 266 | 352 | 210^ |
| SAT | 8.30A | 30 | ABC | 8 | B | 3.2 | 15 | 282 | 1419 | 73^ | 262 | 216 | 41^ | 191 | 148 | 71^ | 78^ | 100^ | 49^ | 818 | 420 | 399 | 316 | 502 | 272 | 230 | 267 | 235 |
| | 206 | 97 | CA | 8 | C | 3.2 | 15 | 282 | 1419 | 73^ | 262 | 216 | 41^ | 191 | 148 | 71^ | 78^ | 100^ | 49^ | 818 | 420 | 399 | 316 | 502 | 272 | 230 | 267 | 235 |
| ALVIN AND THE CHIPMUNKS | | | | | A | 6.8 | 22 | 602 | 1595 | 139 | 420 | 366 | 101^ | 210 | 298 | 134 | 164 | 183 | 115 | 667 | 312 | 354 | 307 | 360 | 166 | 193 | 159 | 201 |
| SAT | 10.30A | 30 | NBC | 12 | B | 6.6 | 21 | 586 | 1534 | 162 | 397 | 332 | 87 | 231 | 225 | 90 | 135 | 136 | 89 | 682 | 315 | 367 | 287 | 395 | 187 | 207 | 188 | 207 |
| | 201 | 99 | CA | 28 | C | 6.4 | 22 | 564 | 1526 | 155 | 371 | 315 | 87 | 222 | 228 | 90 | 138 | 141 | 87 | 705 | 329 | 376 | 303 | 402 | 193 | 210 | 204 | 198 |
| ANIMAL CRACK-UPS | | | | | A | 3.2 | 11 | 284 | 1533 | 143^ | 523 | 375 | 88^ | 331 | 259 | 100^ | 159^ | 185^ | 74^ | 420 | 190^ | 230 | 192^ | 228 | 98^ | 130^ | 120^ | 108^ |
| SAT | 12.00N | 30 | ABC | 10 | B | 3.9 | 12 | 343 | 1583 | 140 | 493 | 380 | 104 | 363 | 199 | 80^ | 119 | 128 | 71^ | 528 | 290 | 238 | 200 | 329 | 173 | 155 | 157 | 172 |
| | 182 | 88 | CL | 20 | C | 3.6 | 12 | 318 | 1548 | 139 | 457 | 346 | 111 | 374 | 209 | 86 | 123 | 131 | 78^ | 509 | 272 | 237 | 199 | 310 | 165 | 146 | 148 | 162 |
| BUGS BUNNY & TWEETY SHOW | | | | | A | 4.8 | 15 | 425 | 1490 | 149 | 383 | 309 | 111^ | 339 | 245 | 103^ | 143^ | 151 | 94^ | 523 | 311 | 212 | 275 | 248 | 136^ | 112^ | 169 | 79^ |
| SAT | 11.00A | 30 | ABC | 8 | B | 5.1 | 17 | 449 | 1508 | 143 | 401 | 317 | 117 | 316 | 214 | 120 | 94 | 121 | 93 | 576 | 335 | 242 | 257 | 319 | 175 | 144 | 191 | 128 |
| | 202 | 93 | CA | 8 | C | 5.1 | 17 | 449 | 1508 | 143 | 401 | 317 | 117 | 316 | 214 | 120 | 94 | 121 | 93 | 576 | 335 | 242 | 257 | 319 | 175 | 144 | 191 | 128 |
| DENNIS THE MENACE | | | | | A | 3.4 | 11 | 301 | 1337 | 117^ | 354 | 223 | 59^ | 273 | 153^ | 98^ | 56^ | 63^ | 90^ | 556 | 388 | 169^ | 254 | 302 | 238 | 64^ | 172^ | 130^ |
| SAT | 11.30A | 30 | CBS | 12 | B | 3.7 | 12 | 330 | 1589 | 135 | 377 | 277 | 92 | 266 | 225 | 109 | 117 | 130 | 95 | 721 | 413 | 308 | 338 | 383 | 235 | 147 | 190 | 193 |
| | 165 | 81 | CA | 12 | C | 3.7 | 12 | 330 | 1589 | 135 | 377 | 277 | 92 | 266 | 225 | 109 | 117 | 130 | 95 | 721 | 413 | 308 | 338 | 383 | 235 | 147 | 190 | 193 |
| FLINTSTONE KIDS | | | | | A | 4.0 | 13 | 354 | 1667 | 153^ | 483 | 389 | 105^ | 349 | 221 | 70^ | 150^ | 148^ | 73^ | 614 | 369 | 245 | 340 | 275 | 149^ | 126^ | 167^ | 108^ |
| SAT | 11.30A | 30 | ABC | 7 | B | 4.1 | 14 | 361 | 1551 | 139 | 436 | 340 | 104 | 303 | 197 | 87^ | 110 | 122 | 75^ | 614 | 320 | 294 | 270 | 344 | 161 | 183 | 193 | 151 |
| | 197 | 91 | CA | 7 | C | 4.1 | 14 | 361 | 1551 | 139 | 436 | 340 | 104 | 303 | 197 | 87^ | 110 | 122 | 75^ | 614 | 320 | 294 | 270 | 344 | 161 | 183 | 193 | 151 |
| FOOFUR | | | | | A | 4.3 | 14 | 381 | 1354 | 123^ | 295 | 244 | 71^ | 196 | 255 | 121^ | 134^ | 172 | 83^ | 608 | 331 | 277 | 243 | 366 | 189 | 176 | 159^ | 206 |
| SAT | 12.00N | 30 | NBC | 11 | B | 3.4 | 11 | 304 | 1493 | 142 | 410 | 334 | 111 | 255 | 256 | 110 | 146 | 160 | 96 | 572 | 279 | 293 | 280 | 293 | 148 | 145 | 153 | 140 |
| | 153 | 82 | CA | 26 | C | 3.4 | 12 | 302 | 1499 | 158 | 402 | 329 | 106 | 250 | 247 | 105 | 142 | 144 | 102 | 600 | 304 | 296 | 273 | 327 | 161 | 166 | 167 | 160 |
| FRAGGLE ROCK | | | | | A | 3.8 | 21 | 337 | 1350 | 60^ | 258 | 186^ | 36v | 206 | 141^ | 63^ | 78^ | 97^ | 45v | 745 | 459 | 286 | 256 | 488 | 334 | 155^ | 257 | 231 |
| SAT | 8.00A | 30 | NBC | 4 | B | 3.5 | 20 | 312 | 1338 | 66^ | 303 | 244 | 46^ | 199 | 109 | 50^ | 59^ | 71^ | 38^ | 727 | 410 | 317 | 275 | 452 | 288 | 165 | 229 | 223 |
| | 204 | 99 | CA | 4 | C | 3.5 | 20 | 312 | 1338 | 66^ | 303 | 244 | 46^ | 199 | 109 | 50^ | 59^ | 71^ | 38^ | 727 | 410 | 317 | 275 | 452 | 288 | 165 | 229 | 223 |
| GUMMI BEARS | | | | | A | 5.8 | 19 | 514 | 1585 | 126 | 409 | 369 | 88^ | 225 | 283 | 142 | 141 | 175 | 108^ | 668 | 338 | 330 | 320 | 348 | 163 | 185 | 148 | 200 |
| SAT | 11.00A | 30 | NBC | 4 | B | 5.5 | 18 | 485 | 1520 | 173 | 404 | 348 | 76 | 228 | 270 | 117 | 152 | 168 | 102 | 618 | 288 | 331 | 294 | 325 | 149 | 176 | 169 | 156 |
| | 198 | 98 | CA | 4 | C | 5.5 | 18 | 485 | 1520 | 173 | 404 | 348 | 76 | 228 | 270 | 117 | 152 | 168 | 102 | 618 | 288 | 331 | 294 | 325 | 149 | 176 | 169 | 156 |
| HELLO KITTY | | | | | A | 2.8 | 15 | 248 | 1209 | 47v | 304 | 185^ | 39v | 253^ | 45v | 34v | 11v | 30v | 15v | 607 | 404 | 203^ | 146^ | 461 | 309 | 152^ | 304 | 157^ |
| SAT | 8.00A | 30 | CBS | 12 | B | 2.2 | 14 | 199 | 1334 | 73^ | 323 | 221 | 39^ | 268 | 81^ | 45^ | 37v | 47^ | 34v | 661 | 355 | 305 | 225 | 436 | 250 | 187 | 264 | 172 |
| | 202 | 97 | CA | 27 | C | 2.0 | 13 | 181 | 1307 | 56^ | 297 | 202 | 40^ | 239 | 89^ | 57^ | 32v | 54^ | 35v | 683 | 353 | 329 | 226 | 456 | 246 | 211 | 277 | 180 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME #STNS | DUR CVG% | NET TYPE | NO. OF T/C | KEY | HH AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS. (2+) | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-49 | MEN 15-24 | MEN TOTAL | TEENS TOTAL 12-17 | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | TEENS TOT. 15-17 | CHILDREN TOTAL 2-11 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 | CHILDREN TOT. 6-8 | CHILDREN TOT. 9-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CHILDREN CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| I'M TELLING | | | | A | 3.3 | 11 | 292 | 1281 | 121^ | 359 | 275 | 79^ | 170^ | 240 | 96^ | 144^ | 160^ | 80^ | 512 | 244 | 268 | 185^ | 327 | 139^ | 188^ | 148^ | 179^ |
| SAT 12.30P | 30 | NBC | 10 | B | 2.7 | 8 | 237 | 1571 | 135 | 452 | 329 | 87^ | 270 | 278 | 102^ | 176 | 192 | 86^ | 570 | 282 | 288 | 218 | 352 | 186 | 166 | 181 | 171 |
| 134 | 72 | CA | 25 | C | 2.7 | 9 | 236 | 1508 | 143 | 423 | 316 | 104^ | 251 | 263 | 97^ | 166 | 171 | 93^ | 571 | 291 | 280 | 214 | 357 | 184 | 172 | 176 | 180 |
| LITTLE CLOWNS-HAPPYTOWN | | | | A | 2.0 | 11 | 177 | 1397 | 62v | 275^ | 230^ | 69v | 195^ | 119^ | 62v | 57v | 49v | 69v | 808 | 429 | 379 | 261^ | 547 | 293^ | 254^ | 310^ | 237^ |
| SAT 8.00A | 30 | ABC | 8 | B | 2.1 | 12 | 188 | 1336 | 60^ | 300 | 238 | 53^ | 228 | 106^ | 64^ | 42^ | 56^ | 51^ | 701 | 371 | 330 | 232 | 469 | 253 | 217 | 228 | 241 |
| 201 | 97 | CA | 8 | C | 2.1 | 12 | 188 | 1336 | 60^ | 300 | 238 | 53^ | 228 | 106^ | 64^ | 42^ | 56^ | 51^ | 701 | 371 | 330 | 232 | 469 | 253 | 217 | 228 | 241 |
| LITTLE WIZARDS | | | | A | 3.5 | 12 | 310 | 1586 | 113^ | 342 | 273 | 118^ | 281 | 203^ | 112^ | 91^ | 102^ | 101^ | 760 | 383 | 377 | 362 | 399 | 183^ | 216 | 222 | 176^ |
| SAT 9.30A | 30 | ABC | 8 | B | 3.9 | 14 | 348 | 1476 | 87 | 291 | 227 | 71^ | 223 | 168 | 85 | 83 | 104 | 65^ | 795 | 454 | 341 | 337 | 458 | 264 | 194 | 247 | 211 |
| 207 | 98 | CA | 8 | C | 3.9 | 14 | 348 | 1476 | 87 | 291 | 227 | 71^ | 223 | 168 | 85 | 83 | 104 | 65^ | 795 | 454 | 341 | 337 | 458 | 264 | 194 | 247 | 211 |
| MIGHTY MOUSE | | | | A | 3.9 | 12 | 346 | 1424 | 89^ | 345 | 252 | 19v | 274 | 50^ | 18v | 32v | 31v | 20v | 755 | 398 | 357 | 414 | 341 | 168^ | 173^ | 205 | 136^ |
| SAT 10.30A | 30 | CBS | 12 | B | 4.5 | 14 | 397 | 1506 | 98 | 360 | 281 | 59^ | 261 | 122 | 71^ | 51^ | 86 | 36^ | 762 | 403 | 359 | 393 | 370 | 201 | 168 | 228 | 141 |
| 192 | 95 | CA | 24 | C | 4.3 | 15 | 382 | 1518 | 92 | 340 | 268 | 59^ | 240 | 133 | 73 | 61^ | 90 | 44^ | 804 | 442 | 362 | 393 | 411 | 231 | 180 | 248 | 163 |
| MUPPET BABIES I | | | | A | 4.2 | 19 | 372 | 1248 | 61^ | 224 | 150^ | 44^ | 185 | 84^ | 63^ | 21v | 55^ | 29v | 755 | 513 | 242 | 218 | 538 | 394 | 144^ | 334 | 203 |
| SAT 8.30A | 30 | CBS | 12 | B | 3.9 | 19 | 341 | 1371 | 60^ | 261 | 188 | 30^ | 171 | 101 | 64^ | 37^ | 73^ | 28^ | 838 | 473 | 366 | 285 | 554 | 334 | 220 | 336 | 218 |
| 205 | 96 | CA | 27 | C | 3.6 | 19 | 323 | 1388 | 51^ | 258 | 188 | 30^ | 178 | 98 | 59^ | 39^ | 71^ | 27^ | 855 | 464 | 391 | 302 | 554 | 313 | 241 | 332 | 222 |
| MUPPET BABIES II | | | | A | 5.3 | 20 | 470 | 1354 | 50^ | 218 | 146 | 39^ | 170 | 110^ | 61^ | 49^ | 81^ | 29v | 856 | 521 | 336 | 309 | 547 | 351 | 196 | 348 | 199 |
| SAT 9.00A | 30 | CBS | 12 | B | 4.9 | 20 | 437 | 1436 | 64^ | 255 | 189 | 37^ | 166 | 107 | 58^ | 49^ | 74 | 33^ | 909 | 502 | 407 | 352 | 557 | 320 | 237 | 353 | 204 |
| 205 | 96 | CA | 27 | C | 4.6 | 20 | 411 | 1453 | 54^ | 255 | 193 | 37^ | 171 | 106 | 58^ | 48^ | 76 | 30^ | 921 | 491 | 430 | 356 | 565 | 307 | 257 | 340 | 225 |
| MUPPET BABIES III | | | | A | 5.4 | 19 | 478 | 1376 | 55^ | 226 | 168 | 38^ | 155 | 120^ | 73^ | 47^ | 90^ | 30v | 875 | 526 | 348 | 356 | 518 | 312 | 206 | 322 | 197 |
| SAT 9.30A | 30 | CBS | 12 | B | 5.4 | 19 | 474 | 1478 | 68 | 276 | 212 | 45^ | 180 | 106 | 62 | 45^ | 72 | 34^ | 916 | 498 | 418 | 375 | 541 | 301 | 240 | 339 | 202 |
| 204 | 96 | CA | 27 | C | 5.0 | 19 | 446 | 1493 | 62 | 269 | 212 | 42^ | 182 | 112 | 61 | 51^ | 78 | 34^ | 930 | 504 | 426 | 380 | 550 | 301 | 249 | 332 | 218 |
| MY PET MONSTER | | | | A | 3.5 | 13 | 310 | 1643 | 112^ | 313 | 267 | 79^ | 232 | 157^ | 81^ | 76^ | 79^ | 78^ | 941 | 457 | 484 | 357 | 584 | 267 | 318 | 314 | 270 |
| SAT 9.00A | 30 | ABC | 12 | B | 3.6 | 15 | 323 | 1454 | 73^ | 262 | 216 | 47^ | 199 | 144 | 65^ | 78^ | 100 | 44^ | 849 | 455 | 394 | 312 | 536 | 295 | 241 | 282 | 255 |
| 208 | 98 | CA | 26 | C | 3.5 | 15 | 306 | 1472 | 72^ | 269 | 227 | 57^ | 196 | 164 | 82^ | 82^ | 113 | 52^ | 843 | 436 | 406 | 312 | 531 | 291 | 240 | 271 | 260 |
| NEW ARCHIES | | | | A | 4.6 | 15 | 408 | 1473 | 130^ | 360 | 304 | 73^ | 189 | 288 | 127^ | 161 | 190 | 98^ | 637 | 321 | 315 | 249 | 388 | 199 | 189 | 177 | 211 |
| SAT 11.30A | 30 | NBC | 11 | B | 4.5 | 14 | 400 | 1528 | 172 | 405 | 341 | 93 | 216 | 262 | 119 | 143 | 155 | 107 | 645 | 292 | 354 | 295 | 350 | 167 | 183 | 167 | 184 |
| 179 | 92 | CA | 26 | C | 4.5 | 15 | 399 | 1513 | 174 | 372 | 314 | 99 | 212 | 269 | 116 | 153 | 155 | 113 | 660 | 316 | 344 | 291 | 369 | 186 | 183 | 178 | 190 |
| PEE WEE'S PLAYHOUSE | | | | A | 6.3 | 21 | 558 | 1511 | 106^ | 286 | 241 | 32^ | 210 | 98^ | 26v | 73^ | 56^ | 42^ | 917 | 461 | 456 | 422 | 495 | 223 | 272 | 294 | 201 |
| SAT 10.00A | 30 | CBS | 12 | B | 6.4 | 21 | 569 | 1527 | 89 | 320 | 261 | 44^ | 221 | 108 | 47^ | 60 | 77 | 31^ | 878 | 435 | 443 | 420 | 458 | 222 | 236 | 289 | 169 |
| 209 | 99 | CL | 27 | C | 6.2 | 22 | 548 | 1542 | 90 | 307 | 252 | 49 | 222 | 127 | 51 | 76 | 85 | 42^ | 887 | 458 | 429 | 405 | 482 | 243 | 239 | 295 | 187 |
| POPEYE & SON | | | | A | 3.1 | 10 | 275 | 1495 | 67^ | 347 | 238 | 74^ | 236 | 131^ | 101^ | 30v | 72^ | 59v | 782 | 494 | 288 | 307 | 474 | 303 | 171^ | 261 | 213^ |
| SAT 11.00A | 30 | CBS | 12 | B | 4.2 | 13 | 368 | 1525 | 110 | 338 | 253 | 82 | 237 | 180 | 94 | 86 | 113 | 67^ | 770 | 424 | 346 | 350 | 419 | 247 | 173 | 217 | 203 |
| 172 | 86 | CA | 24 | C | 4.0 | 14 | 358 | 1551 | 110 | 343 | 264 | 81 | 238 | 192 | 96 | 96 | 118 | 74 | 778 | 441 | 337 | 351 | 427 | 249 | 177 | 228 | 198 |
| REAL GHOSTBUSTERS I | | | | A | 4.1 | 13 | 363 | 1439 | 91^ | 301 | 244 | 119^ | 264 | 197 | 116^ | 81^ | 112^ | 86^ | 678 | 410 | 268 | 296 | 382 | 244 | 138^ | 197 | 185 |
| SAT 10.00A | 30 | ABC | 6 | B | 4.8 | 16 | 428 | 1525 | 96 | 313 | 257 | 100 | 242 | 223 | 128 | 95 | 142 | 81 | 748 | 461 | 287 | 299 | 448 | 289 | 159 | 245 | 203 |
| 211 | 97 | CA | 6 | C | 4.8 | 16 | 428 | 1525 | 96 | 313 | 257 | 100 | 242 | 223 | 128 | 95 | 142 | 81 | 748 | 461 | 287 | 299 | 448 | 289 | 159 | 245 | 203 |
| REAL GHOSTBUSTERS II | | | | A | 5.2 | 17 | 461 | 1450 | 89^ | 307 | 255 | 133^ | 241 | 239 | 134^ | 104^ | 134^ | 105^ | 663 | 435 | 228 | 272 | 391 | 262 | 129^ | 216 | 175 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY | TIME / #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS. (2+) | WOMEN 15-24 | WOMEN TOTAL | WOMEN 18-49 | MEN 15-24 | MEN TOTAL | TEENS TOTAL 12-17 | TEENS MALE 12-17 | TEENS FEM. 12-17 | TEENS TOT. 12-14 | TEENS TOT. 15-17 | CHILDREN TOTAL 2-11 | CHILDREN MALE 2-11 | CHILDREN FEM. 2-11 | CHILDREN TOT. 2-5 | CHILDREN TOT. 6-11 | CHILDREN MALE 6-11 | CHILDREN FEM. 6-11 | CHILDREN TOT. 6-8 | CHILDREN TOT. 9-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CHILDREN CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| REAL GHOSTBUSTERS II-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SAT | 10.30A | 30 | ABC | 6 | B | 5.7 | 18 | 504 | 1544 | 118 | 333 | 278 | 124 | 273 | 243 | 140 | 104 | 150 | 94 | 695 | 447 | 248 | 289 | 406 | 264 | 142 | 214 | 192 |
| | 211 | 97 | CA | 6 | C | 5.7 | 18 | 504 | 1544 | 118 | 333 | 278 | 124 | 273 | 243 | 140 | 104 | 150 | 94 | 695 | 447 | 248 | 289 | 406 | 264 | 142 | 214 | 192 |
| SMURFS I | | | | | A | 4.9 | 22 | 434 | 1337 | 103^ | 275 | 214 | 49^ | 193 | 167 | 68^ | 98^ | 101^ | 66^ | 702 | 380 | 321 | 293 | 409 | 226 | 183 | 199 | 210 |
| SAT | 8.30A | 30 | NBC | 12 | B | 4.5 | 22 | 395 | 1398 | 76 | 322 | 261 | 51^ | 217 | 154 | 72^ | 82 | 107 | 47^ | 704 | 389 | 315 | 279 | 425 | 241 | 184 | 221 | 204 |
| | 206 | 99 | CA | 28 | C | 4.3 | 22 | 381 | 1403 | 77 | 323 | 268 | 51^ | 211 | 161 | 81 | 80 | 110 | 51^ | 708 | 382 | 326 | 290 | 418 | 233 | 185 | 218 | 200 |
| SMURFS II | | | | | A | 6.5 | 25 | 576 | 1423 | 123 | 357 | 279 | 70^ | 242 | 147 | 54^ | 93^ | 82^ | 65^ | 677 | 358 | 319 | 286 | 391 | 224 | 168 | 203 | 189 |
| SAT | 9.00A | 30 | NBC | 12 | B | 5.8 | 23 | 514 | 1409 | 107 | 358 | 297 | 66 | 231 | 157 | 73 | 84 | 102 | 55^ | 663 | 355 | 308 | 280 | 383 | 213 | 170 | 200 | 183 |
| | 206 | 99 | CA | 28 | C | 5.5 | 23 | 491 | 1415 | 103 | 347 | 291 | 68 | 230 | 169 | 81 | 88 | 112 | 58 | 668 | 360 | 308 | 287 | 382 | 214 | 167 | 203 | 179 |
| SMURFS III | | | | | A | 7.2 | 25 | 638 | 1482 | 127 | 358 | 284 | 79^ | 229 | 206 | 77^ | 130 | 108 | 98^ | 688 | 344 | 344 | 291 | 398 | 194 | 204 | 181 | 216 |
| SAT | 9.30A | 30 | NBC | 12 | B | 6.8 | 24 | 600 | 1451 | 126 | 364 | 312 | 81 | 232 | 194 | 90 | 104 | 123 | 71 | 661 | 338 | 323 | 275 | 385 | 204 | 181 | 203 | 182 |
| | 206 | 99 | CA | 28 | C | 6.3 | 24 | 561 | 1448 | 121 | 360 | 309 | 80 | 233 | 191 | 92 | 99 | 122 | 69 | 664 | 345 | 319 | 282 | 382 | 205 | 177 | 203 | 179 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR 14–20, 1988

| PROGRAM NAME / DAY TIME DUR NET #STNS CVG% TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORK-ING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME SPORTS | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WIDE WORLD-SPORTS SAT | | A | 5.3 | 14 | 470 | 1430 | 183 | 607 | 264 | 599 | 296 | 613 | 44^ | 187 | 359 | 588 | 333 | 393 | 314 | 374 | 318 | 195 | 113^ | 58^ | 96^ |
| SAT 4.30P 90 ABC | 9 | B | 6.6 | 16 | 588 | 1494 | 204 | 594 | 285 | 583 | 294 | 671 | 62 | 212 | 382 | 646 | 358 | 421 | 321 | 384 | 324 | 225 | 94 | 52 | 136 |
| 211 98 SA | 9 | C | 6.6 | 16 | 588 | 1494 | 204 | 594 | 285 | 583 | 294 | 671 | 62 | 212 | 382 | 646 | 358 | 421 | 321 | 384 | 324 | 225 | 94 | 52 | 136 |
| 4.30 - 5.00 | | A | 5.0 | 13 | 443 | 1396 | 190 | 564 | 255 | 544 | 271 | 658 | 48^ | 193 | 378 | 640 | 360 | 437 | 329 | 407 | 355 | 202 | 104^ | 54^ | 71^ |
| 5.00 - 5.30 | | A | 5.2 | 13 | 461 | 1371 | 150 | 580 | 249 | 576 | 282 | 593 | 40^ | 176 | 355 | 572 | 334 | 389 | 315 | 370 | 314 | 183 | 109^ | 56^ | 90^ |
| 5.30 - 6.00 | | A | 5.7 | 14 | 505 | 1514 | 205 | 671 | 286 | 668 | 329 | 593 | 45^ | 192 | 345 | 557 | 309 | 357 | 300 | 348 | 289 | 201 | 126 | 64^ | 124^ |
| ATLANTA 500 AUTO RACE(S) | | A | 3.5 | 9 | 310 | 1618 | 172^ | 534 | 281 | 520 | 313 | 849 | 59^ | 222 | 486 | 836 | 473 | 547 | 427 | 502 | 472 | 289 | 89^ | 49v | 145^ |
| SUN 2.00P 240 ABC | | | | | | | | | | | | | | | | | | | | | | | | | |
| 202 93 SE | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | A | 2.8 | 8 | 248 | 1502 | 172^ | 511 | 220^ | 496 | 244^ | 762 | 68^ | 214^ | 416 | 754 | 408 | 497 | 348 | 437 | 389 | 258 | 74^ | 33v | 154^ |
| 2.30 - 3.00 | | A | 3.3 | 9 | 292 | 1557 | 151^ | 445 | 227 | 429 | 260 | 825 | 51v | 203^ | 458 | 814 | 447 | 540 | 407 | 500 | 449 | 274 | 120^ | 61^ | 166^ |
| 3.00 - 3.30 | | A | 3.3 | 9 | 292 | 1554 | 141^ | 505 | 289 | 481 | 306 | 799 | 53v | 214^ | 510 | 794 | 505 | 568 | 457 | 519 | 444 | 227 | 97^ | 50v | 153^ |
| 3.30 - 4.00 | | A | 3.2 | 9 | 284 | 1660 | 151^ | 561 | 302 | 544 | 332 | 830 | 55v | 222^ | 502 | 815 | 487 | 563 | 447 | 523 | 460 | 252 | 98^ | 69^ | 171^ |
| 4.00 - 4.30 | | A | 3.4 | 9 | 301 | 1653 | 124^ | 510 | 289 | 494 | 319 | 861 | 64^ | 228 | 517 | 837 | 493 | 566 | 453 | 526 | 492 | 272 | 92^ | 46v | 191^ |
| 4.30 - 5.00 | | A | 3.7 | 9 | 328 | 1571 | 155^ | 511 | 260 | 496 | 308 | 860 | 48v | 213 | 479 | 843 | 462 | 536 | 431 | 505 | 490 | 307 | 58^ | 38v | 143^ |
| 5.00 - 5.30 | | A | 3.9 | 10 | 346 | 1578 | 182^ | 522 | 269 | 513 | 317 | 879 | 60^ | 221 | 486 | 863 | 470 | 539 | 426 | 495 | 507 | 324 | 77^ | 52^ | 100^ |
| 5.30 - 6.00 | | A | 4.7 | 11 | 416 | 1689 | 251 | 625 | 336 | 621 | 361 | 872 | 65^ | 235 | 472 | 861 | 461 | 525 | 407 | 471 | 478 | 336 | 92^ | 39v | 100^ |
| CBS NCAA BSKBL CHAMP-SA-1 | | A | 7.2 | 22 | 638 | 1351 | 119 | 357 | 178 | 338 | 143 | 770 | 125 | 310 | 488 | 707 | 425 | 482 | 363 | 420 | 321 | 225 | 109 | 75^ | 115 |
| SAT 12.12P 132 CBS | 1 | B | 7.2 | 22 | 638 | 1351 | 119 | 357 | 178 | 338 | 143 | 770 | 125 | 310 | 488 | 707 | 425 | 482 | 363 | 420 | 321 | 225 | 109 | 75^ | 115 |
| 209 99 SE | 1 | C | 7.2 | 22 | 638 | 1351 | 119 | 357 | 178 | 338 | 143 | 770 | 125 | 310 | 488 | 707 | 425 | 482 | 363 | 420 | 321 | 225 | 109 | 75^ | 115 |
| SYRACUSE VS RHODE ISLAND | | | | | | | | | | | | | | | | | | | | | | | | | |
| LOUISVILLE VS BYU | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | A | 5.0 | 16 | 443 | 1303 | 92^ | 325 | 145 | 313 | 132^ | 702 | 116^ | 279 | 432 | 638 | 368 | 405 | 316 | 353 | 278 | 233 | 113^ | 104^ | 163 |
| 12.30 - 1.00 | | A | 6.2 | 20 | 549 | 1330 | 97^ | 339 | 163 | 333 | 140 | 757 | 130 | 297 | 464 | 689 | 396 | 455 | 334 | 393 | 311 | 234 | 103^ | 75^ | 131 |
| 1.00 - 1.30 | | A | 6.9 | 22 | 611 | 1370 | 124 | 368 | 194 | 345 | 155 | 755 | 133 | 311 | 476 | 689 | 410 | 462 | 343 | 395 | 302 | 227 | 118 | 82^ | 129 |
| 1.30 - 2.00 | | A | 8.1 | 25 | 718 | 1365 | 135 | 365 | 194 | 340 | 142 | 797 | 132 | 334 | 517 | 733 | 453 | 512 | 385 | 444 | 330 | 221 | 112 | 73^ | 90 |
| 2.00 - 2.30 | | A | 9.2 | 27 | 815 | 1375 | 127 | 367 | 173 | 345 | 141 | 805 | 113 | 314 | 520 | 750 | 465 | 530 | 406 | 472 | 359 | 220 | 103 | 61^ | 100 |
| CBS NCAA BSKBL CHAMP-SA-2 | | A | 8.3 | 25 | 735 | 1361 | 157 | 389 | 206 | 366 | 179 | 766 | 85^ | 315 | 498 | 732 | 465 | 528 | 413 | 476 | 330 | 204 | 111 | 75^ | 95 |
| SAT 2.24P 148 CBS | 1 | B | 8.3 | 25 | 735 | 1361 | 157 | 389 | 206 | 366 | 179 | 766 | 85^ | 315 | 498 | 732 | 465 | 528 | 413 | 476 | 330 | 204 | 111 | 75^ | 95 |
| 210 99 SE | 1 | C | 8.3 | 25 | 735 | 1361 | 157 | 389 | 206 | 366 | 179 | 766 | 85^ | 315 | 498 | 732 | 465 | 528 | 413 | 476 | 330 | 204 | 111 | 75^ | 95 |
| VARIOUS TEAMS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | A | 7.9 | 26 | 700 | 1393 | 150 | 378 | 192 | 360 | 167 | 795 | 105 | 334 | 529 | 754 | 488 | 550 | 424 | 487 | 346 | 204 | 104 | 50^ | 116 |
| 2.30 - 3.00 | | A | 8.1 | 26 | 718 | 1357 | 162 | 371 | 206 | 359 | 184 | 772 | 82^ | 309 | 506 | 749 | 483 | 542 | 424 | 483 | 341 | 207 | 109 | 66^ | 105 |
| 3.00 - 3.30 | | A | 7.9 | 24 | 700 | 1358 | 170 | 387 | 218 | 369 | 190 | 787 | 95 | 321 | 530 | 753 | 496 | 562 | 435 | 501 | 353 | 192 | 83^ | 55^ | 101 |
| 3.30 - 4.00 | | A | 8.3 | 25 | 735 | 1346 | 143 | 382 | 199 | 355 | 168 | 777 | 88 | 318 | 509 | 744 | 476 | 545 | 421 | 489 | 345 | 200 | 99 | 68^ | 87 |
| 4.00 - 4.30 | | A | 8.7 | 25 | 771 | 1382 | 149 | 405 | 199 | 377 | 174 | 750 | 87 | 319 | 477 | 711 | 438 | 494 | 390 | 446 | 303 | 217 | 135 | 99 | 92 |
| 4.30 - 5.00 | | A | 8.4 | 24 | 744 | 1400 | 172 | 418 | 221 | 388 | 193 | 754 | 69^ | 309 | 472 | 716 | 434 | 506 | 403 | 474 | 312 | 210 | 140 | 97 | 89 |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME<br>DAY TIME DUR NET<br>#STNS CVG% TYPE NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME SPORTS CONT'D | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NCAA BSKBL CHAMP-SA-3(S)<br>SAT 4.52P 111 CBS<br>210 99 SE | A | 8.5 | 21 | 753 | 1499 | 165 | 427 | 227 | 406 | 217 | 878 | 137 | 391 | 576 | 805 | 503 | 578 | 439 | 514 | 365 | 227 | 117 | 74^ | 78^ |
| VARIOUS TEAMS | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | A | 8.6 | 24 | 762 | 1441 | 159 | 417 | 217 | 388 | 191 | 805 | 93 | 350 | 522 | 756 | 473 | 549 | 430 | 505 | 332 | 208 | 125 | 79^ | 94 |
| 5.00 - 5.30 | A | 9.0 | 24 | 797 | 1495 | 164 | 416 | 236 | 389 | 207 | 872 | 130 | 399 | 576 | 803 | 507 | 585 | 446 | 523 | 359 | 218 | 115 | 61^ | 92 |
| 5.30 - 6.00 | A | 8.1 | 21 | 718 | 1468 | 154 | 399 | 222 | 380 | 222 | 898 | 150 | 427 | 608 | 820 | 530 | 596 | 459 | 525 | 348 | 224 | 111 | 73^ | 60^ |
| 6.00 - 6.30 | A | 8.3 | 20 | 735 | 1529 | 170 | 448 | 225 | 434 | 229 | 893 | 137 | 371 | 579 | 816 | 502 | 583 | 442 | 523 | 396 | 233 | 113 | 79^ | 75^ |
| 6.30 - 7.00 | A | 9.0 | 20 | 797 | 1488 | 181 | 452 | 217 | 439 | 216 | 828 | 146 | 349 | 513 | 753 | 438 | 510 | 367 | 439 | 350 | 243 | 130 | 92 | 78^ |
| CBS NCAA BSKBL CHMP-SU-1(S)<br>SUN 12.12P 128 CBS<br>211 99 SE | A | 8.4 | 24 | 744 | 1469 | 174 | 419 | 244 | 398 | 208 | 805 | 90 | 302 | 514 | 757 | 466 | 536 | 424 | 493 | 375 | 222 | 135 | 106 | 111 |
| TEMPLE VS GEORGETOWN<br>IOWA VS UNLV | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | A | 5.8 | 18 | 514 | 1445 | 179 | 442 | 215 | 433 | 217 | 761 | 97^ | 292 | 468 | 707 | 414 | 479 | 372 | 436 | 337 | 229 | 135 | 104^ | 106^ |
| 12.30 - 1.00 | A | 7.4 | 22 | 656 | 1461 | 167 | 404 | 232 | 386 | 194 | 804 | 96^ | 305 | 515 | 749 | 460 | 526 | 419 | 485 | 364 | 223 | 139 | 113 | 114 |
| 1.00 - 1.30 | A | 8.7 | 25 | 771 | 1430 | 171 | 414 | 251 | 391 | 205 | 788 | 96 | 297 | 507 | 734 | 452 | 521 | 411 | 479 | 367 | 213 | 127 | 107 | 101 |
| 1.30 - 2.00 | A | 10.0 | 27 | 886 | 1477 | 163 | 399 | 238 | 377 | 198 | 815 | 82 | 304 | 531 | 773 | 489 | 557 | 449 | 517 | 387 | 216 | 140 | 111 | 123 |
| 2.00 - 2.30 | A | 9.5 | 25 | 842 | 1510 | 205 | 453 | 272 | 427 | 241 | 830 | 86 | 313 | 524 | 799 | 492 | 572 | 438 | 518 | 390 | 226 | 123 | 86 | 105 |
| CBS NCAA BSKBL CHMP-SU-2(S)<br>SUN 2.17P 143 CBS<br>211 99 SE | A | 8.9 | 24 | 789 | 1460 | 179 | 418 | 236 | 404 | 219 | 861 | 98 | 335 | 544 | 828 | 511 | 595 | 445 | 529 | 397 | 234 | 83 | 51^ | 98 |
| VARIOUS TEAMS | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | A | 8.3 | 24 | 735 | 1433 | 194 | 433 | 269 | 414 | 245 | 818 | 80^ | 300 | 505 | 797 | 483 | 570 | 425 | 512 | 390 | 226 | 91 | 67^ | 91 |
| 2.30 - 3.00 | A | 8.3 | 23 | 735 | 1464 | 185 | 419 | 251 | 404 | 239 | 862 | 85^ | 315 | 530 | 834 | 502 | 591 | 446 | 534 | 418 | 243 | 81^ | 55^ | 102 |
| 3.00 - 3.30 | A | 8.0 | 22 | 709 | 1454 | 165 | 400 | 217 | 387 | 205 | 875 | 99 | 338 | 551 | 849 | 526 | 615 | 452 | 541 | 411 | 235 | 82^ | 43^ | 98 |
| 3.30 - 4.00 | A | 8.8 | 24 | 780 | 1469 | 161 | 387 | 216 | 375 | 194 | 891 | 105 | 357 | 566 | 863 | 538 | 627 | 461 | 550 | 401 | 236 | 80^ | 41^ | 111 |
| 4.00 - 4.30 | A | 10.5 | 28 | 930 | 1446 | 186 | 436 | 238 | 419 | 217 | 838 | 101 | 335 | 534 | 795 | 492 | 568 | 434 | 509 | 374 | 227 | 83 | 53^ | 90 |
| 4.30 - 5.00 | A | 10.1 | 26 | 895 | 1458 | 196 | 455 | 253 | 440 | 232 | 835 | 121 | 345 | 551 | 775 | 491 | 555 | 429 | 493 | 364 | 220 | 81 | 56^ | 87 |
| CBS NCAA BSKBL CHMP-SU-3(S)<br>SUN 4.40P 131 CBS<br>211 99 SE | A | 10.3 | 24 | 913 | 1485 | 201 | 458 | 249 | 442 | 235 | 818 | 105 | 324 | 530 | 779 | 491 | 561 | 425 | 496 | 360 | 218 | 86 | 53^ | 123 |
| VARIOUS TEAMS | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | A | 9.5 | 24 | 842 | 1458 | 202 | 467 | 248 | 452 | 230 | 812 | 119 | 337 | 538 | 760 | 487 | 542 | 419 | 474 | 349 | 218 | 69^ | 43^ | 110 |
| 5.00 - 5.30 | A | 10.0 | 25 | 886 | 1467 | 204 | 448 | 243 | 438 | 237 | 826 | 104 | 329 | 550 | 797 | 521 | 585 | 447 | 511 | 368 | 212 | 74 | 40^ | 119 |
| 5.30 - 6.00 | A | 10.4 | 25 | 921 | 1491 | 210 | 450 | 245 | 443 | 235 | 823 | 95 | 311 | 529 | 788 | 494 | 565 | 434 | 506 | 370 | 222 | 86 | 50^ | 132 |
| 6.00 - 6.30<br>CONT'D | A | 9.9 | 22 | 877 | 1503 | 192 | 461 | 248 | 438 | 234 | 816 | 105 | 331 | 520 | 770 | 475 | 551 | 415 | 491 | 343 | 219 | 93 | 59^ | 133 |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

| PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE | NO. OF T/C | KEY | AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-54 | MEN TOTAL | MEN 18-24 | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 21-54 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 | TEENS MALE 12-17 | CHD TOT. 2-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME SPORTS CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NCAA BSKBL CHMP-SU-3-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6.30 - 7.00 | | A | 11.8 | 25 | 1045 | 1515 | 197 | 475 | 265 | 446 | 237 | 819 | 106 | 315 | 517 | 781 | 479 | 560 | 411 | 492 | 369 | 220 | 104 | 71 | 117 |
| CBS NCAA BSKBL CHP-PRE-SA(S) SAT 12.00N 12 CBS 185 85 SC | | A | 4.0 | 13 | 354 | 1217 | 113^ | 351 | 182 | 325 | 172^ | 485 | 47^ | 178^ | 313 | 454 | 281 | 306 | 265 | 290 | 206 | 148^ | 134^ | 116^ | 246 |
| CBS NCAA BSKBL CHP-PRE-SU(S) SUN 12.00N 12 CBS 185 90 SC | | A | 4.7 | 15 | 416 | 1383 | 194 | 434 | 190 | 423 | 198 | 718 | 84^ | 265 | 421 | 674 | 377 | 443 | 337 | 403 | 301 | 231 | 128^ | 115^ | 103^ |
| HERTZ BAY HILL CLASSIC-SA(S) SAT 4.30P 90 NBC 191 96 SE | | A | 3.0 | 8 | 266 | 1435 | 141^ | 580 | 131^ | 577 | 126^ | 736 | 36v | 148^ | 297 | 728 | 289 | 313 | 261 | 285 | 307 | 415 | 38v | 17v | 80^ |
| 4.30 - 5.00 | | A | 2.5 | 7 | 222 | 1496 | 166^ | 587 | 196^ | 585 | 184^ | 729 | 55v | 182^ | 322 | 712 | 306 | 322 | 267^ | 283^ | 300 | 391 | 55v | 20v | 126^ |
| 5.00 - 5.30 | | A | 2.9 | 8 | 257 | 1461 | 147^ | 589 | 124^ | 589 | 121^ | 773 | 27v | 145^ | 294 | 772 | 294 | 321 | 267 | 295 | 324 | 450 | 31v | 14v | 69^ |
| 5.30 - 6.00 | | A | 3.5 | 9 | 310 | 1410 | 123^ | 585 | 93^ | 578 | 93^ | 733 | 32v | 131^ | 290 | 724 | 280 | 309 | 258 | 287 | 306 | 415 | 32v | 18v | 59^ |
| HERTZ BAY HILL CLASSIC-SU(S) SUN 4.00P 107 NBC 197 98 SE | | A | 4.0 | 10 | 354 | 1404 | 94^ | 508 | 108^ | 507 | 114^ | 755 | 52^ | 138^ | 265 | 734 | 244 | 284 | 213 | 253 | 290 | 450 | 51^ | 27v | 90^ |
| 4.00 - 4.30 | | A | 3.7 | 10 | 328 | 1381 | 96^ | 508 | 119^ | 507 | 129^ | 715 | 45v | 105^ | 260 | 706 | 252 | 287 | 215 | 250 | 289 | 420 | 75^ | 48v | 83^ |
| 4.30 - 5.00 | | A | 4.0 | 10 | 354 | 1390 | 93^ | 487 | 100^ | 485 | 113^ | 767 | 56^ | 137^ | 269 | 744 | 246 | 283 | 213 | 250 | 306 | 461 | 48^ | 24v | 87^ |
| 5.00 - 5.30 | | A | 4.2 | 10 | 372 | 1444 | 86^ | 523 | 96^ | 522 | 94^ | 787 | 61^ | 161^ | 271 | 758 | 242 | 280 | 210 | 248 | 284 | 478 | 34v | 12v | 101^ |
| 5.30 - 6.00 | | A | 4.1 | 10 | 363 | 1415 | 109^ | 526 | 127^ | 526 | 131^ | 753 | 40v | 152^ | 261 | 730 | 238 | 293 | 220 | 276 | 281 | 436 | 49^ | 29v | 86^ |
| NBC EXHIBITION BASEBALL(S) SUN 1.00P 180 NBC 178 94 SE | | A | 3.4 | 10 | 301 | 1349 | 144^ | 492 | 176^ | 482 | 185^ | 649 | 31v | 130^ | 229 | 632 | 213 | 259 | 197^ | 243 | 262 | 374 | 89^ | 51v | 120^ |
| N.Y. METS VS LA DODGERS | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | A | 3.1 | 9 | 275 | 1276 | 114^ | 451 | 145^ | 429 | 152^ | 600 | 52v | 181^ | 253 | 573 | 226^ | 259 | 201^ | 234 | 221^ | 313 | 91^ | 46v | 134^ |
| 1.30 - 2.00 | | A | 3.4 | 9 | 301 | 1291 | 116^ | 455 | 133^ | 455 | 159^ | 630 | 35v | 117^ | 215 | 612 | 198^ | 244 | 180^ | 227 | 250 | 369 | 88^ | 46v | 118^ |
| 2.00 - 2.30 | | A | 3.6 | 10 | 319 | 1360 | 125^ | 472 | 202 | 457 | 191^ | 663 | 29v | 116^ | 235 | 639 | 211 | 272 | 206 | 267 | 299 | 367 | 89^ | 53^ | 136^ |
| 2.30 - 3.00 | | A | 3.5 | 10 | 310 | 1332 | 151^ | 478 | 198^ | 462 | 195^ | 650 | 23v | 105^ | 218 | 645 | 213 | 263 | 195^ | 245 | 277 | 382 | 103^ | 64^ | 101^ |
| 3.00 - 3.30 | | A | 3.3 | 9 | 292 | 1437 | 185^ | 548 | 198^ | 540 | 202^ | 705 | 38v | 148^ | 243 | 691 | 228 | 279 | 205^ | 257 | 276 | 411 | 69^ | 41v | 114^ |
| 3.30 - 4.00 | | A | 3.5 | 10 | 310 | 1395 | 168^ | 546 | 174^ | 546 | 207 | 641 | 16v | 118^ | 213 | 630 | 202^ | 234 | 197^ | 230 | 245 | 396 | 93^ | 54^ | 116^ |
| PRO BOWLERS TOUR | | A | 4.4 | 13 | 390 | 1423 | 184 | 619 | 224 | 611 | 238 | 704 | 40v | 116^ | 312 | 687 | 295 | 357 | 272 | 334 | 399 | 330 | 44^ | 38v | 56^ |
| SAT 3.00P 90 ABC | 10 | B | 4.5 | 12 | 396 | 1476 | 160 | 648 | 240 | 638 | 247 | 640 | 32^ | 133 | 295 | 625 | 279 | 341 | 263 | 325 | 315 | 284 | 58^ | 33^ | 129 |
| 196 95 SE | 10 | C | 4.5 | 12 | 396 | 1476 | 160 | 648 | 240 | 638 | 247 | 640 | 32^ | 133 | 295 | 625 | 279 | 341 | 263 | 325 | 315 | 284 | 58^ | 33^ | 129 |
| 3.00 - 3.30 | | A | 4.0 | 12 | 354 | 1397 | 215 | 613 | 274 | 601 | 269 | 672 | 55^ | 126^ | 295 | 641 | 263 | 335 | 239 | 311 | 361 | 306 | 52^ | 43v | 61^ |
| 3.30 - 4.00 | | A | 4.4 | 13 | 390 | 1425 | 165 | 610 | 202 | 610 | 221 | 721 | 34v | 90^ | 302 | 704 | 284 | 348 | 268 | 332 | 423 | 356 | 43^ | 38v | 50^ |
| 4.00 - 4.30 | | A | 4.9 | 14 | 434 | 1413 | 171 | 620 | 199 | 608 | 223 | 700 | 33v | 129^ | 329 | 694 | 324 | 374 | 296 | 347 | 401 | 320 | 37v | 32v | 56^ |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR.14-20,1988

| PROGRAM NAME / DAY TIME #STNS | DUR / CVG% | NET / TYPE | NO. OF T/C | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SH % | AVG. AUD. 0,000 | TOT. PERS (2+) | WORKING WOM. 18+ | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 21+ | WOMEN 25-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 21+ | MEN 21-49 | MEN 25-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOT. 12-17 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME OTHER | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BUSINESS WORLD | | | | A | 1.2 | 4 | 106 | 1119 | 252^ | 581^ | 101v | 203^ | 581^ | 194^ | 275^ | 343^ | 298^ | 486^ | 146v | 156^ | 480^ | 151v | 131v | 205^ | 218^ | 256^ | 21v |
| SUN 12.30P | 30 | ABC | 8 | B | 1.2 | 4 | 109 | 1327 | 208^ | 611 | 129^ | 300 | 606 | 269 | 296 | 313 | 284 | 640 | 172^ | 310 | 638 | 307 | 289 | 383 | 333 | 236^ | << |
| 113 | 66 | N | 20 | C | 1.3 | 4 | 116 | 1309 | 177^ | 585 | 116^ | 255 | 580 | 230 | 253 | 284 | 307 | 624 | 149^ | 315 | 619 | 310 | 291 | 357 | 329 | 243 | 28v |
| FACE THE NATION | | | | A | 1.6 | 5 | 142 | 1222 | 154^ | 552 | 54v | 173^ | 552 | 166^ | 167^ | 286^ | 378^ | 481 | 79v | 220^ | 477 | 216^ | 213^ | 273^ | 269^ | 201^ | 56v |
| SUN 10.30A | 30 | CBS | 12 | B | 2.4 | 7 | 213 | 1298 | 204 | 654 | 99^ | 219 | 650 | 194 | 226 | 301 | 404 | 579 | 113^ | 274 | 566 | 261 | 247 | 288 | 273 | 264 | 16v |
| 112 | 75 | CC | 26 | C | 2.5 | 8 | 220 | 1310 | 203 | 656 | 99^ | 218 | 648 | 191 | 229 | 291 | 400 | 576 | 117 | 256 | 565 | 245 | 222 | 260 | 251 | 282 | 25v |
| HEALTH SHOW | | | | A | 1.5 | 5 | 133 | 1451 | 300^ | 653 | 233^ | 345^ | 653 | 250^ | 291^ | 246^ | 267^ | 395^ | 148^ | 255^ | 361^ | 222^ | 179^ | 179^ | 111v | 139^ | 211^ |
| SAT 12.30P | 30 | ABC | 8 | B | 2.0 | 6 | 176 | 1491 | 240 | 639 | 241 | 385 | 607 | 285 | 329 | 286 | 211 | 434 | 199 | 308 | 413 | 286 | 248 | 279 | 165 | 96^ | 139^ |
| 152 | 78 | N | 15 | C | 1.9 | 6 | 165 | 1420 | 216 | 583 | 208 | 336 | 556 | 254 | 314 | 276 | 187 | 423 | 184 | 288 | 406 | 271 | 230 | 268 | 182 | 98^ | 132^ |
| MEET THE PRESS | | | | A | 2.3 | 8 | 204 | 1228 | 121^ | 597 | 79v | 171^ | 594 | 166^ | 174^ | 227^ | 418 | 493 | 148^ | 224^ | 490 | 221^ | 171^ | 193^ | 200^ | 247^ | 94^ |
| SUN 9.30A | 30 | NBC | 12 | B | 2.2 | 8 | 199 | 1302 | 196 | 657 | 143 | 233 | 644 | 190 | 222 | 245 | 392 | 533 | 147 | 244 | 516 | 228 | 204 | 253 | 223 | 240 | 41^ |
| 146 | 90 | CC | 26 | C | 2.0 | 7 | 180 | 1308 | 201 | 664 | 144 | 235 | 653 | 197 | 240 | 257 | 386 | 525 | 148 | 246 | 507 | 228 | 208 | 255 | 232 | 231 | 40^ |
| SUNDAY MORNING | | | | A | 3.8 | 14 | 337 | 1279 | 262 | 692 | 100^ | 264 | 672 | 232 | 282 | 357 | 378 | 542 | 110^ | 250 | 540 | 249 | 245 | 308 | 309 | 228 | << |
| SUN 9.00A | 90 | CBS | 12 | B | 4.1 | 16 | 364 | 1332 | 221 | 661 | 108 | 247 | 656 | 224 | 269 | 333 | 370 | 587 | 122 | 280 | 581 | 274 | 256 | 306 | 312 | 257 | 22^ |
| 178 | 95 | N | 26 | C | 4.1 | 16 | 365 | 1325 | 215 | 658 | 111 | 235 | 653 | 213 | 264 | 309 | 371 | 575 | 117 | 269 | 570 | 264 | 242 | 290 | 301 | 258 | 21^ |
| 9.00 - 9.30 | | | | A | 3.6 | 14 | 319 | 1211 | 224 | 682 | 78^ | 254 | 673 | 240 | 283 | 347 | 385 | 504 | 96^ | 232 | 503 | 232 | 232 | 276 | 278 | 228 | << |
| 9.30 - 10.00 | | | | A | 3.9 | 14 | 346 | 1258 | 291 | 714 | 106^ | 267 | 688 | 236 | 295 | 374 | 389 | 513 | 98^ | 231 | 512 | 230 | 228 | 297 | 302 | 212 | << |
| 10.00 - 10.30 | | | | A | 3.8 | 13 | 337 | 1400 | 275 | 695 | 119^ | 276 | 673 | 226 | 276 | 359 | 369 | 621 | 138^ | 294 | 617 | 291 | 283 | 359 | 355 | 251 | << |
| SUNDAY TODAY | | | | A | 2.3 | 11 | 204 | 1207 | 148^ | 558 | 113^ | 217^ | 542 | 186^ | 221^ | 274^ | 306^ | 507 | 137^ | 288^ | 504 | 286^ | 245^ | 282^ | 263^ | 182^ | 53v |
| SUN 8.00A | 90 | NBC | 12 | B | 2.0 | 10 | 174 | 1217 | 191 | 564 | 132^ | 240 | 549 | 201 | 231 | 243 | 294 | 529 | 162^ | 293 | 518 | 282 | 250 | 295 | 259 | 190 | 35v |
| 123 | 88 | N | 27 | C | 1.8 | 9 | 156 | 1246 | 207 | 584 | 145^ | 249 | 571 | 213 | 262 | 261 | 286 | 526 | 161^ | 281 | 518 | 272 | 237 | 293 | 262 | 190 | 36v |
| 8.00 - 8.30 | | | | A | 2.3 | 13 | 204 | 1122 | 129^ | 496 | 123^ | 187^ | 473 | 159^ | 191^ | 212^ | 277^ | 517 | 139^ | 288^ | 517 | 288^ | 249^ | 283^ | 272^ | 195^ | 29v |
| 8.30 - 9.00 | | | | A | 2.5 | 12 | 222 | 1228 | 162^ | 597 | 130^ | 238^ | 576 | 201^ | 238^ | 296 | 322 | 499 | 159^ | 297 | 492 | 290 | 234^ | 273^ | 237^ | 163^ | 55v |
| 9.00 - 9.30 | | | | A | 2.2 | 8 | 195 | 1215 | 144^ | 553 | 79v | 215^ | 550 | 189^ | 224^ | 301^ | 303^ | 482 | 103^ | 265^ | 482 | 265^ | 242^ | 278^ | 270^ | 181^ | 74v |
| THIS WEEK-DAVID BRINKLEY | | | | A | 3.9 | 13 | 346 | 1331 | 137^ | 660 | 81^ | 183^ | 660 | 160^ | 189 | 282 | 448 | 613 | 111^ | 245 | 600 | 233 | 205 | 261 | 290 | 311 | 14v |
| SUN 11.30A | 60 | ABC | 8 | B | 3.6 | 10 | 315 | 1320 | 145 | 650 | 67^ | 176 | 649 | 161 | 192 | 293 | 443 | 582 | 118 | 262 | 570 | 250 | 234 | 286 | 246 | 268 | 28^ |
| 194 | 98 | N | 20 | C | 3.4 | 10 | 298 | 1336 | 144 | 663 | 75^ | 171 | 656 | 147 | 178 | 277 | 461 | 580 | 116 | 263 | 571 | 254 | 230 | 275 | 252 | 272 | 36^ |
| 11.30 - 12.00 | | | | A | 3.7 | 12 | 328 | 1342 | 127^ | 650 | 89^ | 187^ | 650 | 164^ | 191^ | 281 | 436 | 621 | 124^ | 271 | 602 | 253 | 226 | 278 | 293 | 297 | 15v |
| 12.00 - 12.30 | | | | A | 4.1 | 13 | 363 | 1322 | 146^ | 669 | 75^ | 179 | 669 | 155^ | 188 | 282 | 458 | 605 | 99^ | 222 | 598 | 215 | 186 | 246 | 286 | 323 | 13v |

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.MON. MAR.14, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 60.7 | 63.0 | 63.6 | 64.6 | 65.5 | 66.4 | 65.6 | 66.0 | 64.3 | 65.4 | 64.7 | 63.7 | 61.7 | 59.2 | 56.8 | 54.6 |
| **ABC TV** program | | | | | ←MACGYVER→ | | | | ←ABC MONDAY NIGHT MOVIE BROKEN ANGEL (PAE)→ | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 13,640 | | | | 14,970 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 15.4 | 14.5 * | | 16.3 * | 16.9 | 15.7 * | | 16.8 * | | 17.6 * | | 17.4 * |
| SHARE AUDIENCE % | | | | | 23 | 22 * | | 25 * | 28 | 24 * | | 26 * | | 29 * | | 31 * |
| AVG. AUD. BY 1/4 HR % | | | | | 14.1 | 14.9 | 16.2 | 16.5 | 15.5 | 15.9 | 16.6 | 17.0 | 17.6 | 17.6 | 17.8 | 17.1 |
| **CBS TV** program | | | | | KATE & ALLIE | | EISENHOWER & LUTZ SPECIAL (PAE) | | NEWHART | | EISENHOWER & LUTZ | | ←WISEGUY→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 12,400 | | 11,520 | | 15,510 | | 12,580 | | 8,950 | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.0 | | 13.0 | | 17.5 | | 14.2 | | 10.1 | 10.6 * | | 9.6 * |
| SHARE AUDIENCE % | | | | | 21 | | 20 | | 27 | | 22 | | 17 | 18 * | | 17 * |
| AVG. AUD. BY 1/4 HR % | | | | | 13.7 | 14.3 | 13.1 | 13.0 | 17.0 | 18.0 | 14.8 | 13.7 | 10.7 | 10.4 | 9.5 | 9.7 |
| **NBC TV** program | | | | | ALF | | VALERIE'S FAMILY | | ←NBC MONDAY NIGHT MOVIES DANGER DOWN UNDER→ | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 16,920 | | 15,860 | | 11,780 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 19.1 | | 17.9 | | 13.3 | 13.8 * | | 13.9 * | | 13.0 * | | 12.4 * |
| SHARE AUDIENCE % | | | | | 29 | | 27 | | 22 | 21 * | | 22 * | | 21 * | | 22 * |
| AVG. AUD. BY 1/4 HR % | | | | | 18.3 | 20.0 | 17.7 | 18.0 | 14.1 | 13.6 | 14.0 | 13.7 | 13.3 | 12.7 | 12.6 | 12.1 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | |
| AVERAGE AUDIENCE | 15.5 | 15.1 | 11.0 | 10.8 | 10.1 | 10.7 | 10.3 | 8.9 |
| SHARE AUDIENCE % | 25 | 24 | 17 | 16 | 16 | 17 | 17 | 16 |
| **SUPERSTATIONS** | | | | | | | | |
| AVERAGE AUDIENCE | 4.5 | 3.7 | 3.0 | 3.1 | 2.9 | 2.8 | 2.8 | 2.2 |
| SHARE AUDIENCE % | 7 | 6 | 5 | 5 | 4 | 4 | 5 | 4 |
| **PBS** | | | | | | | | |
| AVERAGE AUDIENCE | 1.8 | 2.3 | 2.7 | 2.8 | 3.1 | 3.4 | 3.5 | 3.0 |
| SHARE AUDIENCE % | 3 | 4 | 4 | 4 | 5 | 5 | 6 | 5 |
| **CABLE ORIG.** | | | | | | | | |
| AVERAGE AUDIENCE | 6.3 | 7.4 | 6.5 | 6.8 | 6.9 | 7.9 | 7.5 | 5.9 |
| SHARE AUDIENCE % | 10 | 12 | 10 | 10 | 11 | 12 | 12 | 11 |
| **PAY SERVICES** | | | | | | | | |
| AVERAGE AUDIENCE | 2.2 | 2.9 | 3.0 | 3.5 | 4.2 | 3.8 | 3.4 | 3.2 |
| SHARE AUDIENCE % | 4 | 5 | 5 | 5 | 6 | 6 | 6 | 6 |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.TUE. MAR.15, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 58.9 | 61.3 | 63.0 | 63.8 | 63.8 | 65.6 | 66.9 | 67.3 | 65.1 | 64.5 | 63.7 | 62.1 | 58.6 | 56.3 | 53.9 | 51.7 | | |

### ABC TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | WHO'S THE BOSS? (PAE) | | WONDER YEARS (R) | | ←MOONLIGHTING (PAE)→ | | | | ←THIRTYSOMETHING (PAE)→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 19,760 | | 18,960 | | 13,020 | | | | 11,340 | | | |
| AVERAGE AUDIENCE (%) | | | | | 22.3 | | 21.4 | | 14.7 | 15.6 * | | 13.9 * | 12.8 | 13.2 * | | 12.3 * |
| SHARE AUDIENCE % | | | | | 34 | | 32 | | 23 | 24 * | | 22 * | 23 | 23 * | | 23 * |
| AVG. AUD. BY 1/4 HR % | | | | | 21.2 | 23.4 | 21.7 | 21.2 | 16.3 | 14.8 | 13.7 | 14.1 | 13.3 | 13.1 | 12.5 | 12.1 |

### CBS TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | TRIAL & ERROR | | MY SISTER SAM | | COMING OF AGE | | FRANK'S PLACE (PAE) | | ←CAGNEY & LACEY→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 5,670 | | 6,470 | | 9,750 | | 8,770 | | 10,450 | | | |
| AVERAGE AUDIENCE (%) | | | | | 6.4 | | 7.3 | | 11.0 | | 9.9 | | 11.8 | 11.7 * | | 11.8 * |
| SHARE AUDIENCE % | | | | | 10 | | 11 | | 17 | | 16 | | 21 | 20 * | | 22 * |
| AVG. AUD. BY 1/4 HR % | | | | | 7.0 | 5.8 | 6.8 | 7.8 | 10.8 | 11.3 | 9.9 | 9.8 | 11.4 | 12.0 | 12.0 | 11.7 |

### NBC TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | ←MATLOCK→ | | | | ←IN THE HEAT OF THE NIGHT→ | | | | ←CRIME STORY→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 16,390 | | | | 15,860 | | | | 10,280 | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.5 | 17.5 * | | 19.4 * | 17.9 | 17.7 * | | 18.1 * | 11.6 | 11.8 * | | 11.3 * |
| SHARE AUDIENCE % | | | | | 28 | 27 * | | 29 * | 28 | 27 * | | 29 * | 21 | 21 * | | 21 * |
| AVG. AUD. BY 1/4 HR % | | | | | 16.9 | 18.2 | 19.4 | 19.4 | 17.6 | 17.9 | 18.6 | 17.7 | 12.5 | 11.2 | 11.4 | 11.3 |

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 14.9 | 14.3 | 11.0 | 11.2 | 12.8 | 13.3 | 12.3 | 10.2 |
| SHARE AUDIENCE % | 25 | 23 | 17 | 17 | 20 | 21 | 21 | 19 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 4.2 | 3.8 | 3.0 | 3.5 | 3.7 | 4.0 | 3.4 | 3.1 |
| SHARE AUDIENCE % | 7 | 6 | 5 | 5 | 6 | 6 | 6 | 6 |
| **PBS** AVERAGE AUDIENCE | 2.0 | 2.9 | 3.7 | 3.5 | 3.6 | 4.0 | 3.8 | 2.5 |
| SHARE AUDIENCE % | 3 | 5 | 6 | 5 | 6 | 6 | 7 | 5 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 5.4 | 6.4 | 5.8 | 6.1 | 6.8 | 6.3 | 6.1 | 4.8 |
| SHARE AUDIENCE % | 9 | 10 | 9 | 9 | 10 | 10 | 11 | 9 |
| **PAY SERVICES** AVERAGE AUDIENCE | 2.2 | 2.4 | 3.3 | 4.0 | 3.9 | 3.6 | 2.6 | 3.1 |
| SHARE AUDIENCE % | 4 | 4 | 5 | 6 | 6 | 6 | 5 | 6 |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.WED. MAR.16, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 58.5 | 60.3 | 60.7 | 61.4 | 62.8 | 64.1 | 64.8 | 65.1 | 63.2 | 63.5 | 63.0 | 61.8 | 59.1 | 57.9 | 55.6 | 53.2 |
| **ABC TV** | | | | | GROWING PAINS (R) | | HEAD OF THE CLASS (R) | | HOOPERMAN | | SLAP MAXWELL (PAE) | | ←DYNASTY (PAE)→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 17,010 | | 14,970 | | 12,050 | | 10,280 | | 12,050 | | | |
| AVERAGE AUDIENCE (%) | | | | | 19.2 | | 16.9 | | 13.6 | | 11.6 | | 13.6 | 13.4 * | | 13.7 * |
| SHARE AUDIENCE % | | | | | 30 | | 26 | | 21 | | 19 | | 24 | 23 * | | 25 * |
| AVG. AUD. BY 1/4 HR % | | | | | 18.7 | 19.7 | 17.2 | 16.5 | 13.6 | 13.6 | 11.5 | 11.7 | 13.3 | 13.6 | 13.6 | 13.8 |
| **CBS TV** | | | | | GARFIELD GOES HOLLYWOOD (R) | | SNOOPY GETS MARRIED (R) | | ←JAKE AND THE FATMAN (PAE)→ | | | | ←EQUALIZER→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 9,830 | | 10,450 | | 11,960 | | | | 11,960 | | | |
| AVERAGE AUDIENCE (%) | | | | | 11.1 | | 11.8 | | 13.5 | 13.0 * | | 13.9 * | 13.5 | 13.4 * | | 13.7 * |
| SHARE AUDIENCE % | | | | | 17 | | 18 | | 21 | 21 * | | 22 * | 24 | 23 * | | 25 * |
| AVG. AUD. BY 1/4 HR % | | | | | 11.0 | 11.2 | 11.4 | 12.2 | 12.7 | 13.3 | 13.8 | 14.0 | 13.2 | 13.5 | 14.0 | 13.4 |
| **NBC TV** | | | | | ←AARON'S WAY→ | | | | ←HIGHWAY TO HEAVEN→ | | | | ←A YEAR IN THE LIFE→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 14,440 | | | | 12,850 | | | | 9,480 | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.3 | 15.3 * | | 17.3 * | 14.5 | 14.6 * | | 14.3 * | 10.7 | 11.0 * | | 10.4 * |
| SHARE AUDIENCE % | | | | | 25 | 24 * | | 27 * | 23 | 23 * | | 23 * | 19 | 19 * | | 19 * |
| AVG. AUD. BY 1/4 HR % | | | | | 14.8 | 15.8 | 17.3 | 17.3 | 15.0 | 14.3 | 14.7 | 14.0 | 11.2 | 10.8 | 10.5 | 10.2 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 16.6 | | 15.4 | | 11.9 | | 12.3 | | 12.1 | | 12.5 | | 11.7 | | 9.4 | |
| SHARE AUDIENCE % | 28 | | 25 | | 19 | | 19 | | 19 | | 20 | | 20 | | 17 | |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 4.9 | | 4.2 | | 3.8 | | 3.9 | | 3.8 | | 4.1 | | 3.5 | | 2.8 | |
| SHARE AUDIENCE % | 8 | | 7 | | 6 | | 6 | | 6 | | 7 | | 6 | | 5 | |
| **PBS** AVERAGE AUDIENCE | 1.5 | | 2.0 | | 2.6 | | 3.0 | | 3.5 | | 3.4 | | 3.3 | | 3.1 | |
| SHARE AUDIENCE % | 3 | | 3 | | 4 | | 5 | | 6 | | 5 | | 6 | | 6 | |
| **CABLE ORIG.** AVERAGE AUDIENCE | 5.8 | | 6.6 | | 6.2 | | 7.0 | | 7.8 | | 7.8 | | 6.1 | | 5.6 | |
| SHARE AUDIENCE % | 10 | | 11 | | 10 | | 11 | | 12 | | 13 | | 10 | | 10 | |
| **PAY SERVICES** AVERAGE AUDIENCE | 1.8 | | 1.7 | | 2.9 | | 2.9 | | 3.3 | | 3.3 | | 4.3 | | 2.6 | |
| SHARE AUDIENCE % | 3 | | 3 | | 5 | | 4 | | 5 | | 5 | | 7 | | 5 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES — EVE. THU. MAR. 17, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 57.3 | 59.7 | 60.6 | 62.3 | 64.6 | 65.9 | 64.9 | 65.6 | 63.5 | 63.2 | 63.0 | 62.4 | 59.5 | 57.9 | 56.6 | 54.3 |
| **ABC TV** | | | | | ←PROBE→ | | | | ←HOTEL (PAE)→ | | | | ←BUCK JAMES (PAE)→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 8,150<br>9.2 | 8.8 * | | 9.7 * | 6,560<br>7.4 | 7.4 * | | 7.3 * | 5,760<br>6.5 | 6.4 * | | 6.6 * |
| SHARE AUDIENCE % | | | | | 14 | 13 * | | 15 * | 12 | 12 * | | 12 * | 11 | 11 * | | 12 * |
| AVG. AUD. BY 1/4 HR % | | | | | 8.8 | 8.7 | 9.7 | 9.7 | 7.3 | 7.5 | 7.5 | 7.1 | 6.2 | 6.6 | 6.4 | 6.8 |
| **CBS TV** | | | | | ←48 HOURS MIAMI→ | | | | ←SIMON & SIMON (PAE)→ | | | | ←KNOTS LANDING→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 8,770<br>9.9 | 9.2 * | | 10.7 * | 11,520<br>13.0 | 12.6 * | | 13.5 * | 13,640<br>15.4 | 15.2 * | | 15.5 * |
| SHARE AUDIENCE % | | | | | 15 | 14 * | | 16 * | 21 | 20 * | | 22 * | 27 | 26 * | | 28 * |
| AVG. AUD. BY 1/4 HR % | | | | | 9.2 | 9.2 | 10.6 | 10.8 | 12.3 | 12.9 | 13.3 | 13.7 | 15.0 | 15.5 | 15.6 | 15.4 |
| **NBC TV** | | | | | BILL COSBY SHOW | | A DIFFERENT WORLD (R) | | CHEERS (R) | | NIGHT COURT (R) | | ←L.A. LAW (R)→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 24,990<br>28.2 | | 22,330<br>25.2 | | 19,580<br>22.1 | | 18,520<br>20.9 | | 14,800<br>16.7 | 17.6 * | | 15.9 * |
| SHARE AUDIENCE % | | | | | 43 | | 39 | | 35 | | 33 | | 29 | 30 * | | 29 * |
| AVG. AUD. BY 1/4 HR % | | | | | 26.8 | 29.6 | 25.1 | 25.4 | 22.1 | 22.0 | 21.1 | 20.7 | 18.4 | 16.7 | 16.2 | 15.6 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 14.1 | | 13.3 | | 10.5 | | 10.8 | | 11.7 | | 11.6 | | 10.5 | | 9.2 | |
| SHARE AUDIENCE % | 24 | | 22 | | 16 | | 17 | | 18 | | 19 | | 18 | | 17 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 4.2 | | 3.7 | | 2.9 | | 3.4 | | 4.0 | | 4.0 | | 3.8 | | 3.5 | |
| SHARE AUDIENCE % | 7 | | 6 | | 4 | | 5 | | 6 | | 6 | | 6 | | 6 | |
| **PBS** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.4 | | 2.1 | | 2.6 | | 2.5 | | 2.9 | | 2.9 | | 2.5 | | 2.0 | |
| SHARE AUDIENCE % | 2 | | 3 | | 4 | | 4 | | 5 | | 5 | | 4 | | 4 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 7.0 | | 7.7 | | 7.0 | | 8.1 | | 7.5 | | 6.8 | | 6.0 | | 5.7 | |
| SHARE AUDIENCE % | 12 | | 13 | | 11 | | 12 | | 12 | | 11 | | 10 | | 10 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.6 | | 2.4 | | 2.3 | | 2.6 | | 3.6 | | 4.1 | | 4.5 | | 4.1 | |
| SHARE AUDIENCE % | 3 | | 4 | | 4 | | 4 | | 6 | | 7 | | 8 | | 7 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES — EVE.FRI. MAR.18, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 54.4 | 55.4 | 55.4 | 56.2 | 55.8 | 56.7 | 57.2 | 58.8 | 59.8 | 60.5 | 60.7 | 60.0 | 56.4 | 56.1 | 54.9 | 52.6 |

## ABC TV

| ABC TV | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | PERFECT STRANGERS | | FULL HOUSE | | MR. BELVEDERE | | FAMILY MAN (PAE) | | ←20/20 (PAE)→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 10,990 | | 10,630 | | 10,280 | | 8,420 | | 10,630 | | | |
| AVERAGE AUDIENCE (%) | | | | | 12.4 | | 12.0 | | 11.6 | | 9.5 | | 12.0 | 12.5 * | | 11.4 * |
| SHARE AUDIENCE % | | | | | 22 | | 21 | | 19 | | 16 | | 22 | 22 * | | 21 * |
| AVG. AUD. BY 1/4 HR % | | | | | 12.2 | 12.5 | 11.7 | 12.4 | 11.5 | 11.6 | 9.6 | 9.3 | 12.6 | 12.5 | 11.7 | 11.2 |

## CBS TV

| CBS TV | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | ←BEAUTY & THE BEAST→ | | | | ←DALLAS (PAE)→ | | | | ←FALCON CREST→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 10,450 | | | | 13,020 | | | | 10,720 | | | |
| AVERAGE AUDIENCE (%) | | | | | 11.8 | 11.6 * | | 12.0 * | 14.7 | 14.4 * | | 15.1 * | 12.1 | 12.1 * | | 12.2 * |
| SHARE AUDIENCE % | | | | | 21 | 21 * | | 21 * | 24 | 24 * | | 25 * | 22 | 22 * | | 23 * |
| AVG. AUD. BY 1/4 HR % | | | | | 11.5 | 11.7 | 11.9 | 12.1 | 13.9 | 14.8 | 15.2 | 15.0 | 12.1 | 12.0 | 12.4 | 11.9 |

## NBC TV

| NBC TV | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | ←HIGHWAYMAN→ | | | | ←MIAMI VICE→ | | | | ←SONNY SPOON→ | | | |
| AVERAGE AUDIENCE (Hhlds (000)) | | | | | 9,210 | | | | 12,230 | | | | 10,810 | | | |
| AVERAGE AUDIENCE (%) | | | | | 10.4 | 9.9 * | | 10.9 * | 13.8 | 13.4 * | | 14.1 * | 12.2 | 11.9 * | | 12.5 * |
| SHARE AUDIENCE % | | | | | 18 | 18 * | | 19 * | 23 | 22 * | | 23 * | 22 | 21 * | | 23 * |
| AVG. AUD. BY 1/4 HR % | | | | | 9.6 | 10.3 | 10.7 | 11.1 | 13.1 | 13.7 | 14.1 | 14.1 | 11.6 | 12.2 | 12.5 | 12.5 |

## Other Sources

| | 7:00 | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
|---|---|---|---|---|---|---|---|---|
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 14.4 | 12.8 | 11.4 | 11.5 | 11.5 | 11.9 | 9.7 | 8.2 |
| SHARE AUDIENCE % | 26 | 23 | 20 | 20 | 19 | 20 | 17 | 15 |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 3.6 | 3.4 | 3.2 | 3.2 | 3.4 | 3.7 | 2.2 | 1.7 |
| SHARE AUDIENCE % | 7 | 6 | 6 | 6 | 6 | 6 | 4 | 3 |
| **PBS** AVERAGE AUDIENCE | 1.9 | 2.2 | 2.7 | 2.6 | 2.8 | 2.8 | 2.1 | 2.1 |
| SHARE AUDIENCE % | 3 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| **CABLE ORIG.** AVERAGE AUDIENCE | 7.2 | 7.6 | 7.9 | 7.8 | 7.5 | 7.9 | 7.8 | 7.0 |
| SHARE AUDIENCE % | 13 | 14 | 14 | 13 | 12 | 13 | 14 | 13 |
| **PAY SERVICES** AVERAGE AUDIENCE | 1.7 | 2.2 | 3.2 | 3.3 | 3.4 | 3.2 | 3.5 | 3.3 |
| SHARE AUDIENCE % | 3 | 4 | 6 | 6 | 6 | 5 | 6 | 6 |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 46.8 | 47.9 | 48.6 | 50.2 | 54.9 | 55.9 | 56.5 | 57.6 | 59.1 | 59.8 | 58.5 | 58.0 | 54.7 | 53.5 | 52.3 | 51.4 | 46.8 | 43.0 |
| **ABC TV** | | | | | ←DOLLY→ | | | | ←OHARA (R)(PAE)→ | | | | ←SPENSER: FOR HIRE (PAE)→ | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 10,010<br>11.3 | 10.9 * | | 11.7 * | 7,530<br>8.5 | 8.1 * | | 9.0 * | 9,040<br>10.2 | 10.1 * | | 10.3 * | | |
| SHARE AUDIENCE % | | | | | 20 | 20 * | | 21 * | 14 | 14 * | | 15 * | 19 | 19 * | | 20 * | | |
| AVG. AUD. BY 1/4 HR % | | | | | 10.5 | 11.4 | 11.7 | 11.8 | 8.1 | 8.1 | 8.8 | 9.2 | 10.0 | 10.2 | 10.3 | 10.3 | | |
| **CBS TV** | | | | | ←HIGH MOUNTAIN RANGERS (R)→ | | | | ←TOUR OF DUTY (PAE)→ | | | | ←WEST 57TH→ | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 8,680<br>9.8 | 9.4 * | | 10.2 * | 9,300<br>10.5 | 10.2 * | | 10.8 * | 7,710<br>8.7 | 9.1 * | | 8.2 * | | |
| SHARE AUDIENCE % | | | | | 17 | 17 * | | 18 * | 18 | 17 * | | 19 * | 16 | 17 * | | 16 * | | |
| AVG. AUD. BY 1/4 HR % | | | | | 9.5 | 9.4 | 10.0 | 10.3 | 10.1 | 10.3 | 10.9 | 10.6 | 9.4 | 8.9 | 8.3 | 8.2 | | |
| **NBC TV** | | | | | FACTS OF LIFE | | MY TWO DADS SPECIAL | | GOLDEN GIRLS | | AMEN (R) | | ←HUNTER→ | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 12,400<br>14.0 | | 13,380<br>15.1 | | 19,940<br>22.5 | | 16,040<br>18.1 | | 14,440<br>16.3 | 16.1 * | | 16.4 * | | |
| SHARE AUDIENCE % | | | | | 25 | | 26 | | 38 | | 31 | | 31 | 30 * | | 32 * | | |
| AVG. AUD. BY 1/4 HR % | | | | | 13.3 | 14.7 | 14.5 | 15.6 | 21.9 | 23.1 | 18.4 | 17.8 | 15.8 | 16.5 | 16.7 | 16.2 | | |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 12.8 | | 13.1 | | 11.0 | | 11.2 | | 9.7 | | 9.9 | | 9.3 | | 8.1 | | 8.2 | |
| SHARE AUDIENCE % | 27 | | 27 | | 20 | | 20 | | 16 | | 17 | | 17 | | 16 | | 18 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 3.2 | | 3.2 | | 2.4 | | 2.5 | | 2.6 | | 2.8 | | 1.8 | | 1.8 | | 1.8 | |
| SHARE AUDIENCE % | 7 | | 6 | | 4 | | 4 | | 4 | | 5 | | 3 | | 3 | | 4 | |
| **PBS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.9 | | 3.1 | | 3.2 | | 3.0 | | 2.9 | | 3.4 | | 3.1 | | 2.7 | | 2.1 | |
| SHARE AUDIENCE % | 6 | | 6 | | 6 | | 5 | | 5 | | 6 | | 6 | | 5 | | 5 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 6.3 | | 6.7 | | 6.1 | | 6.0 | | 6.3 | | 6.5 | | 6.3 | | 5.5 | | 4.3 | |
| SHARE AUDIENCE % | 13 | | 14 | | 11 | | 11 | | 11 | | 11 | | 12 | | 11 | | 10 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 3.0 | | 3.1 | | 3.8 | | 4.2 | | 4.3 | | 4.6 | | 4.2 | | 4.0 | | 3.6 | |
| SHARE AUDIENCE % | 6 | | 6 | | 7 | | 7 | | 7 | | 8 | | 8 | | 8 | | 8 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES — EVE.SAT. MAR.19, 1988

| TIME | | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 38.5 | 36.1 | 32.9 | 30.2 | 26.8 | 25.2 | 21.7 | 19.4 | 17.4 | 16.2 | 14.4 | 13.2 | 11.7 | 10.8 |
| **ABC TV** | | (1) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | 1,590 | | | | | | | | | | | | | |
| | | 1.8 | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | 5 | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | 1.8 | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | | | | | | | | | | | | | | |
| **NBC TV** | | ←SATURDAY NIGHT (11:30-12:47)(PAE)→ | | | | | (PAE) | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | { | 6,910 | | | | | | | | | | | | | |
| | | 7.8 | 8.6 * | | 7.7 * | | | | | | | | | | |
| SHARE AUDIENCE | % | 24 | 23 * | | 24 * | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | 9.0 | 8.3 | 7.9 | 7.4 | 6.7 | | | | | | | | | |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 8.0 | | 7.0 | | 5.8 | | 5.3 | | 4.3 | | 3.5 | | 3.2 | |
| SHARE AUDIENCE % | | 21 | | 22 | | 22 | | 26 | | 26 | | 25 | | 28 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.8 | | 1.8 | | 1.4 | | 1.2 | | 0.9 | | 0.7 ^ | | 0.7 ^ | |
| SHARE AUDIENCE % | | 5 | | 6 | | 5 | | 6 | | 5 | | 5 ^ | | 6 ^ | |
| **PBS** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.5 | | 0.9 | | 0.8 | | 0.6 ^ | | 0.5 ^ | | 0.3 ^ | | 0.3 ^ | |
| SHARE AUDIENCE % | | 4 | | 3 | | 3 | | 3 ^ | | 3 ^ | | 2 ^ | | 3 ^ | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 5.2 | | 4.0 | | 3.3 | | 2.8 | | 2.6 | | 1.9 | | 1.6 | |
| SHARE AUDIENCE % | | 14 | | 13 | | 13 | | 14 | | 15 | | 14 | | 14 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 3.2 | | 3.1 | | 3.2 | | 2.9 | | 2.6 | | 2.4 | | 2.0 | |
| SHARE AUDIENCE % | | 9 | | 10 | | 12 | | 14 | | 15 | | 17 | | 18 | |

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE. SUN. MAR. 20, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 55.2 | 58.1 | 61.0 | 63.3 | 64.7 | 66.7 | 67.8 | 68.5 | 66.8 | 66.2 | 65.5 | 64.4 | 63.1 | 62.1 | 60.1 | 56.6 | 49.4 | 43.1 |
| **ABC TV** | ←DISNEY SUNDAY MOVIE→ LITTLE SPIES, PT.1 (R) | | | | ←SUPERCARRIER→ | | | | ←ABC SUNDAY NIGHT MOVIE→ OCTOPUSSY (9:00-11:14)(R)(PAE) | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 7,710<br>8.7 | 8.0 * | | 9.3 * | 11,080<br>12.5 | 11.6 * | | 13.4 * | 11,250<br>12.7 | 11.9 * | | 13.0 * | | 13.2 * | | 12.4 * | | |
| SHARE AUDIENCE % | 15 | 14 * | | 15 * | 19 | 18 * | | 20 * | 21 | 18 * | | 20 * | | 21 * | | 21 * | | |
| AVG. AUD. BY 1/4 HR % | 7.7 | 8.3 | 9.2 | 9.4 | 11.0 | 12.3 | 13.4 | 13.4 | 11.7 | 12.1 | 12.8 | 13.2 | 13.4 | 13.0 | 12.5 | 12.3 | 13.1 | |
| **CBS TV** | ←60 MINUTES→ | | | | ←MURDER, SHE WROTE→ (R) | | | | ←CBS SUNDAY MOVIE→ HOT PAINT (PAE) | | | | | | | | CBS SUNDAY NEWS | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 19,670<br>22.2 | 20.9 * | | 23.5 * | 18,070<br>20.4 | 20.2 * | | 20.6 * | 12,400<br>14.0 | 16.2 * | | 14.6 * | | 13.0 * | | 12.1 * | 2,480<br>2.8 | |
| SHARE AUDIENCE % | 38 | 37 * | | 38 * | 30 | 31 * | | 30 * | 22 | 24 * | | 22 * | | 21 * | | 21 * | 6 | |
| AVG. AUD. BY 1/4 HR % | 19.9 | 21.9 | 23.5 | 23.4 | 20.2 | 20.2 | 20.9 | 20.3 | 16.9 | 15.6 | 14.8 | 14.3 | 13.4 | 12.6 | 12.5 | 11.8 | 2.8 | |
| **NBC TV** | ←A PLACE AT THE TABLE→ | | | | FAMILY TIES | | DAY BY DAY | | ←INHERIT THE WIND→ | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 8,240<br>9.3 | 8.4 * | | 10.2 * | 14,530<br>16.4 | | 13,640<br>15.4 | | 15,950<br>18.0 | 18.0 * | | 18.1 * | | 17.9 * | | 18.1 * | | |
| SHARE AUDIENCE % | 16 | 15 * | | 16 * | 25 | | 23 | | 29 | 27 * | | 28 * | | 29 * | | 31 * | | |
| AVG. AUD. BY 1/4 HR % | 8.0 | 8.8 | 9.5 | 10.8 | 15.9 | 17.0 | 15.1 | 15.7 | 17.9 | 18.1 | 18.3 | 18.0 | 17.7 | 18.1 | 18.5 | 17.7 | | |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 12.5 | | 13.5 | | 11.3 | | 12.7 | | 12.6 | | 11.6 | | 9.2 | | 7.6 | | 5.3 | |
| SHARE AUDIENCE % | 22 | | 22 | | 17 | | 19 | | 19 | | 18 | | 15 | | 13 | | 11 | |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 3.3 | | 3.7 | | 3.7 | | 3.9 | | 3.8 | | 3.9 | | 2.8 | | 2.4 | | 1.4 | |
| SHARE AUDIENCE % | 6 | | 6 | | 6 | | 6 | | 6 | | 6 | | 4 | | 4 | | 3 | |
| **PBS** AVERAGE AUDIENCE | 2.2 | | 2.2 | | 3.3 | | 3.8 | | 2.6 | | 2.4 | | 2.3 | | 1.9 | | 1.1 | |
| SHARE AUDIENCE % | 4 | | 4 | | 5 | | 6 | | 4 | | 4 | | 4 | | 3 | | 2 | |
| **CABLE ORIG.** AVERAGE AUDIENCE | 5.9 | | 5.2 | | 5.4 | | 4.9 | | 5.2 | | 5.0 | | 4.7 | | 4.0 | | 3.1 | |
| SHARE AUDIENCE % | 10 | | 8 | | 8 | | 7 | | 8 | | 8 | | 8 | | 7 | | 7 | |
| **PAY SERVICES** AVERAGE AUDIENCE | 3.2 | | 3.2 | | 3.2 | | 3.7 | | 5.6 | | 5.9 | | 7.2 | | 6.3 | | 4.0 | |
| SHARE AUDIENCE % | 6 | | 5 | | 5 | | 5 | | 8 | | 9 | | 12 | | 11 | | 9 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

| TIME | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 33.8 | 29.7 | 24.8 | 22.0 | 19.0 | 17.2 | 14.5 | 13.3 | 11.9 | 10.8 | 9.4 | 8.6 | 8.1 | 7.4 |
| **ABC TV** | | | (1) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 1,770<br>2.0 | | | | | | | | | | | |
| SHARE AUDIENCE % | | | 10 | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR % | | | 2.0 | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | | | | | | | | | | |
| SHARE AUDIENCE % | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR % | | | | | | | | | | | | | | |
| **NBC TV** | (2) | (PAE) | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 1,330<br>1.5 | | | | | | | | | | | | | |
| SHARE AUDIENCE % | 5 | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR % | 1.5 | | | | | | | | | | | | | |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 5.2 | | 4.3 | | 3.2 | | 2.4 | | 2.0 | | 1.6 | | 1.3 | |
| SHARE AUDIENCE % | 16 | | 18 | | 18 | | 17 | | 18 | | 18 | | 17 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.0 | | 0.9 | | 0.9 | | 0.7 ^ | | 0.6 ^ | | 0.5 ^ | | 0.5 ^ | |
| SHARE AUDIENCE % | 3 | | 4 | | 5 | | 5 ^ | | 5 ^ | | 6 ^ | | 6 ^ | |
| **PBS** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.2 | | 1.1 | | 0.8 | | 0.5 ^ | | 0.4 ^ | | 0.2 ^ | | 0.1 v | |
| SHARE AUDIENCE % | 4 | | 5 | | 4 | | 4 ^ | | 4 ^ | | 2 ^ | | 1 v | |
| **CABLE ORIG.** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 3.1 | | 2.3 | | 1.5 | | 1.5 | | 1.3 | | 1.2 | | 1.1 | |
| SHARE AUDIENCE % | 10 | | 10 | | 8 | | 11 | | 12 | | 13 | | 14 | |
| **PAY SERVICES** | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 3.9 | | 3.2 | | 2.9 | | 2.3 | | 1.9 | | 1.6 | | 1.4 | |
| SHARE AUDIENCE % | 12 | | 14 | | 16 | | 17 | | 17 | | 18 | | 18 | |

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN.,ABC,(12:00-12:15)
(2) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B.

| TIME | 6:00 | 6:15 | 6:30 | 6:45 | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 8.9 | 10.9 | 13.5 | 16.4 | 19.4 | 22.0 | 23.0 | 23.2 | 23.4 | 23.6 | 23.7 | 23.7 | 24.2 | 24.7 | 24.5 | 24.2 | 23.7 | 23.9 |
| **ABC TV** | (PAE) | (1) | (PAE) | (2) | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE) | | | | GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE) | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 1,150<br>1.3 | | 2,130<br>2.4 | | | 3,930<br>4.4 | | | | 3,790<br>4.3 | | | | | | | |
| SHARE AUDIENCE % | | 12 | | 14 | | | 19 | | | | 18 | | | | | | | |
| AVG. AUD. BY 1/4 HR % | | 1.3 | | 2.4 | | | 4.4 | 4.5 | | | 4.3 | 4.3 | | | | | | |
| **CBS TV** | | | CBS MORNING NEWS- 6:30AM | | CBS THIS MORNING-A (SUS) | | CBS THIS MORNING-1 | | CBS THIS MORNING-B (SUS) | | CBS THIS MORNING-2 | | | | | | BLACKOUT | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 1,280<br>1.4 | | | | 2,140<br>2.4 | | | | 2,320<br>2.6 | | | | | | 2,180<br>2.5 | |
| SHARE AUDIENCE % | | | 12 | | | | 10 | | | | 11 | | | | | | 10 | |
| AVG. AUD. BY 1/4 HR % | | | 1.3 | 1.6 | | | 2.5 | 2.3 | | | 2.6 | 2.7 | | | | | 2.4 | 2.5 |
| **NBC TV** | NBC NEWS AT SUNRISE (PAE) | | | | TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE) | | | | TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE) | | | | | | | | SALE OF THE CENTURY | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 1,970<br>2.2 | | | | | | 4,500<br>5.1 | | | | 4,270<br>4.8 | | | | | | 3,150<br>3.6 | |
| SHARE AUDIENCE % | 20 | | | | | | 22 | | | | 20 | | | | | | 15 | |
| AVG. AUD. BY 1/4 HR % | 1.9 | 2.5 | | | | | 5.2 | 5.0 | | | 4.9 | 4.7 | | | | | 3.5 | 3.7 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 2.1 | | 4.0 | | 6.5 | | 7.8 | | 7.0 | | 6.6 | | 5.3 | | 5.0 | | 5.5 | |
| SHARE AUDIENCE % | 21 | | 27 | | 31 | | 34 | | 30 | | 28 | | 22 | | 21 | | 23 | |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 0.7 | | 1.4 | | 2.0 | | 2.4 | | 2.2 | | 2.3 | | 1.8 | | 1.7 | | 1.8 | |
| SHARE AUDIENCE % | 7 | | 9 | | 10 | | 10 | | 9 | | 10 | | 7 | | 7 | | 7 | |
| **PBS** AVERAGE AUDIENCE | 0.1 v | | 0.2 ^ | | 0.5 | | 0.8 | | 1.1 | | 1.3 | | 1.5 | | 1.3 | | 1.1 | |
| SHARE AUDIENCE % | 1 v | | 1 ^ | | 3 | | 4 | | 5 | | 6 | | 6 | | 5 | | 5 | |
| **CABLE ORIG.** AVERAGE AUDIENCE | 1.4 | | 1.7 | | 2.1 | | 2.2 | | 2.4 | | 2.5 | | 2.6 | | 2.8 | | 2.7 | |
| SHARE AUDIENCE % | 14 | | 11 | | 10 | | 10 | | 10 | | 11 | | 11 | | 11 | | 12 | |
| **PAY SERVICES** AVERAGE AUDIENCE | 0.7 | | 0.8 | | 1.0 | | 1.0 | | 1.0 | | 0.9 | | 1.0 | | 1.0 | | 1.0 | |
| SHARE AUDIENCE % | 7 | | 5 | | 5 | | 4 | | 4 | | 4 | | 4 | | 4 | | 4 | |

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A, ABC, (6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A, ABC, (6:45-7:00)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## DAY MON.-FRI. MAR. 14-18, 1988

| TIME | | 10:30 | 10:45 | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 23.9 | 24.0 | 24.3 | 25.2 | 25.2 | 26.0 | 27.0 | 27.8 | 28.5 | 29.3 | 30.9 | 31.4 | 31.0 | 31.2 | 30.1 | 30.3 | 30.4 | 31.0 |
| **ABC TV** | | | | WHO'S THE BOSS? M-F (PAE) | | HOME | | RYAN'S HOPE | | LOVING | | ←ALL MY CHILDREN→ | | | | ←ONE LIFE TO LIVE→ (PAE) | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | 2,800 | | 2,450 | | 2,250 | | 3,610 | | 6,680 | | | | 6,590 | | | |
| | | | | 3.2 | | 2.8 | | 2.5 | | 4.1 | | 7.5 | 7.1 * | | 7.9 * | 7.4 | 7.2 * | | 7.7 * |
| SHARE AUDIENCE | % | | | 13 | | 11 | | 9 | | 14 | | 24 | 23 * | | 25 * | 24 | 24 * | | 25 * |
| AVG. AUD. BY 1/4 HR | % | | | 3.0 | 3.3 | 2.8 | 2.7 | 2.4 | 2.6 | 3.9 | 4.2 | 6.8 | 7.4 | 7.8 | 7.9 | 7.2 | 7.2 | 7.5 | 7.8 |
| **CBS TV** | | NEW CARD SHARKS | | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (PAE) | | | | ←YOUNG AND THE RESTLESS→ | | | | BOLD AND THE BEAUTIFUL | | ←AS THE WORLD TURNS→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 2,640 | | 4,540 | | 5,900 | | | | 7,670 | | | | 4,910 | | 5,920 | | | |
| | | 3.0 | | 5.1 | | 6.7 | | | | 8.7 | 8.5 * | | 8.9 * | 5.5 | | 6.7 | 6.5 * | | 6.8 * |
| SHARE AUDIENCE | % | 12 | | 21 | | 26 | | | | 30 | 30 * | | 30 * | 18 | | 22 | 22 * | | 22 * |
| AVG. AUD. BY 1/4 HR | % | 2.9 | 3.1 | 4.8 | 5.5 | 6.4 | 6.9 | | | 8.3 | 8.7 | 8.9 | 8.8 | 5.6 | 5.5 | 6.5 | 6.6 | 6.8 | 6.9 |
| **NBC TV** | | CLASSIC CONCENTRATION | | WHEEL OF FORTUNE | | WIN, LOSE OR DRAW | | SUPER PASSWORD | | SCRABBLE | | ←DAYS OF OUR LIVES→ | | | | ←ANOTHER WORLD→ (PAE) | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 3,650 | | 5,320 | | 4,470 | | 3,300 | | 3,670 | | 6,360 | | | | 4,800 | | | |
| | | 4.1 | | 6.0 | | 5.0 | | 3.7 | | 4.1 | | 7.2 | 6.9 * | | 7.5 * | 5.4 | 5.5 * | | 5.3 * |
| SHARE AUDIENCE | % | 17 | | 24 | | 20 | | 14 | | 14 | | 23 | 22 * | | 24 * | 18 | 18 * | | 17 * |
| AVG. AUD. BY 1/4 HR | % | 4.1 | 4.2 | 5.9 | 6.1 | 5.0 | 5.1 | 3.6 | 3.8 | 4.1 | 4.2 | 6.8 | 7.0 | 7.5 | 7.6 | 5.6 | 5.4 | 5.4 | 5.2 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 5.1 | | 4.8 | | 5.0 | | 5.3 | | 5.9 | | 5.7 | | 6.2 | | 6.1 | | 6.2 | |
| SHARE AUDIENCE % | | 21 | | 19 | | 20 | | 19 | | 21 | | 18 | | 20 | | 20 | | 20 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.7 | | 1.4 | | 1.6 | | 1.8 | | 2.0 | | 1.7 | | 1.8 | | 1.8 | | 1.9 | |
| SHARE AUDIENCE % | | 7 | | 6 | | 6 | | 7 | | 7 | | 6 | | 6 | | 6 | | 6 | |
| **PBS** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 0.9 | | 0.7 | | 0.7 | | 0.8 | | 0.9 | | 0.9 | | 0.8 | | 0.8 | | 0.8 | |
| SHARE AUDIENCE % | | 4 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 2 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 2.8 | | 2.8 | | 3.0 | | 3.1 | | 3.1 | | 3.2 | | 3.3 | | 3.6 | | 3.8 | |
| SHARE AUDIENCE % | | 12 | | 11 | | 12 | | 11 | | 11 | | 10 | | 11 | | 12 | | 12 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.1 | | 1.1 | | 1.0 | | 0.9 | | 0.9 | | 1.0 | | 1.0 | | 0.9 | | 0.9 | |
| SHARE AUDIENCE % | | 5 | | 4 | | 4 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## DAY MON.-FRI. MAR.14-18,1988

| | | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 30.7 | 31.3 | 32.2 | 33.3 | 33.9 | 35.8 | 37.6 | 39.5 | 40.7 | 42.8 | 44.2 | 46.2 | 51.9 | 53.7 | 54.8 | 56.3 |
| **ABC TV** | | ←GENERAL HOSPITAL→ | | | | ——(PAE)—— | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 7,410 | | | | | | | | | | | | | | 9,570 | |
| | | 8.4 | 8.2 | * | 8.5 | * | | | | | | | | | | 10.8 | |
| SHARE AUDIENCE | % | 26 | 27 | * | 26 | * | | | | | | | | | | 20 | |
| AVG. AUD. BY 1/4 HR | % | 8.2 | 8.3 | 8.4 | 8.5 | | | | | | | | | | | 10.5 | 11.1 |
| **CBS TV** | | ←GUIDING LIGHT (PAE)→ | | | | ——(PAE)—— | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 5,580 | | | | | | | | | | | | | | 10,310 | |
| | | 6.3 | 6.2 | * | 6.4 | * | | | | | | | | | | 11.6 | |
| SHARE AUDIENCE | % | 20 | 20 | * | 20 | * | | | | | | | | | | 22 | |
| AVG. AUD. BY 1/4 HR | % | 6.3 | 6.1 | 6.4 | 6.4 | | | | | | | | | | | 11.5 | 11.7 |
| **NBC TV** | | ←SANTA BARBARA→ | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 4,290 | | | | | | | | | | | | | | 8,580 | |
| | | 4.8 | 4.7 | * | 4.9 | * | | | | | | | | | | 9.7 | |
| SHARE AUDIENCE | % | 15 | 16 | * | 15 | * | | | | | | | | | | 18 | |
| AVG. AUD. BY 1/4 HR | % | 4.8 | 4.7 | 4.8 | 4.9 | | | | | | | | | | | 9.5 | 9.9 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | | 6.9 | | 7.9 | | 9.2 | | 10.7 | | 12.2 | | 13.1 | | 14.8 | | 16.2 | |
| SHARE AUDIENCE % | | 22 | | 24 | | 26 | | 28 | | 29 | | 29 | | 28 | | 29 | |
| **SUPERSTATIONS** AVERAGE AUDIENCE | | 2.1 | | 2.4 | | 2.5 | | 2.9 | | 3.2 | | 3.4 | | 3.0 | | 3.3 | |
| SHARE AUDIENCE % | | 7 | | 7 | | 7 | | 7 | | 8 | | 7 | | 6 | | 6 | |
| **PBS** AVERAGE AUDIENCE | | 0.7 | | 0.9 | | 1.0 | | 1.1 | | 1.2 | | 1.3 | | 1.3 | | 1.3 | |
| SHARE AUDIENCE % | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 2 | |
| **CABLE ORIG.** AVERAGE AUDIENCE | | 4.1 | | 4.3 | | 4.6 | | 5.0 | | 4.4 | | 4.8 | | 5.2 | | 6.1 | |
| SHARE AUDIENCE % | | 13 | | 13 | | 13 | | 13 | | 11 | | 11 | | 10 | | 11 | |
| **PAY SERVICES** AVERAGE AUDIENCE | | 1.0 | | 1.0 | | 0.9 | | 1.1 | | 1.0 | | 1.0 | | 1.4 | | 1.5 | |
| SHARE AUDIENCE % | | 3 | | 3 | | 3 | | 3 | | 2 | | 2 | | 3 | | 3 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## DAY SAT. MAR.19, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 9.6 | 10.9 | 13.0 | 15.1 | 17.4 | 19.2 | 21.2 | 23.1 | 25.3 | 27.1 | 28.4 | 29.1 | 30.0 | 31.0 | 31.1 | 31.4 | 31.1 | 30.9 |
| **ABC TV** | | | | | LITTLE CLOWNS-HAPPYTOWN | | ALL NEW POUND PUPPIES | | MY PET MONSTER | | LITTLE WIZARDS | | REAL GHOSTBUSTERS I | | REAL GHOSTBUSTERS II | | BUGS BUNNY & TWEETY SHOW | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 1,770 | | 2,750 | | 3,100 | | 3,100 | | 3,630 | | 4,610 | | 4,250 | |
| | | | | | 2.0 | | 3.1 | | 3.5 | | 3.5 | | 4.1 | | 5.2 | | 4.8 | |
| SHARE AUDIENCE % | | | | | 11 | | 14 | | 13 | | 12 | | 13 | | 17 | | 15 | |
| AVG. AUD. BY 1/4 HR % | | | | | 1.7 | 2.2 | 3.0 | 3.2 | 3.3 | 3.6 | 3.3 | 3.7 | 4.0 | 4.3 | 5.0 | 5.3 | 4.8 | 4.8 |
| **CBS TV** | | | | | HELLO KITTY | | MUPPET BABIES I | | MUPPET BABIES II | | MUPPET BABIES III | | PEE WEE'S PLAYHOUSE | | MIGHTY MOUSE | | POPEYE & SON | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 2,480 | | 3,720 | | 4,700 | | 4,780 | | 5,580 | | 3,460 | | 2,750 | |
| | | | | | 2.8 | | 4.2 | | 5.3 | | 5.4 | | 6.3 | | 3.9 | | 3.1 | |
| SHARE AUDIENCE % | | | | | 15 | | 19 | | 20 | | 19 | | 21 | | 12 | | 10 | |
| AVG. AUD. BY 1/4 HR % | | | | | 2.7 | 2.9 | 3.9 | 4.5 | 5.2 | 5.4 | 5.3 | 5.6 | 6.5 | 6.2 | 4.1 | 3.7 | 3.1 | 3.1 |
| **NBC TV** | | | | | FRAGGLE ROCK (PAE) | | SMURFS I | | SMURFS II | | SMURFS III (PAE) | | ALF-SAT MORN (PAE) | | ALVIN AND THE CHIPMUNKS | | GUMMI BEARS | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 3,370 | | 4,340 | | 5,760 | | 6,380 | | 5,580 | | 6,020 | | 5,140 | |
| | | | | | 3.8 | | 4.9 | | 6.5 | | 7.2 | | 6.3 | | 6.8 | | 5.8 | |
| SHARE AUDIENCE % | | | | | 21 | | 22 | | 25 | | 25 | | 21 | | 22 | | 19 | |
| AVG. AUD. BY 1/4 HR % | | | | | 3.6 | 4.0 | 4.4 | 5.3 | 6.2 | 6.7 | 7.3 | 7.1 | 6.4 | 6.1 | 6.5 | 7.0 | 6.0 | 5.7 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | 3.0 | | 4.0 | | 4.9 | | 5.5 | | 5.5 | | 6.2 | | 7.2 | | 7.5 | | 7.4 | |
| SHARE AUDIENCE % | 29 | | 28 | | 27 | | 25 | | 21 | | 22 | | 24 | | 24 | | 24 | |
| **SUPERSTATIONS** AVERAGE AUDIENCE | 0.8 | | 1.2 | | 1.6 | | 2.2 | | 1.9 | | 1.8 | | 1.7 | | 1.6 | | 2.0 | |
| SHARE AUDIENCE % | 8 | | 9 | | 9 | | 10 | | 7 | | 6 | | 6 | | 5 | | 6 | |
| **PBS** AVERAGE AUDIENCE | 0.2 | ^ | 0.3 | ^ | 0.6 | ^ | 0.8 | | 1.2 | | 1.8 | | 1.7 | | 1.9 | | 1.9 | |
| SHARE AUDIENCE % | 2 | ^ | 2 | ^ | 3 | ^ | 4 | | 5 | | 6 | | 6 | | 6 | | 6 | |
| **CABLE ORIG.** AVERAGE AUDIENCE | 2.2 | | 2.8 | | 3.2 | | 3.2 | | 3.6 | | 4.0 | | 4.2 | | 4.6 | | 4.9 | |
| SHARE AUDIENCE % | 22 | | 20 | | 17 | | 14 | | 14 | | 14 | | 14 | | 15 | | 16 | |
| **PAY SERVICES** AVERAGE AUDIENCE | 1.1 | | 1.2 | | 1.5 | | 1.5 | | 1.6 | | 1.8 | | 2.1 | | 2.4 | | 2.7 | |
| SHARE AUDIENCE % | 11 | | 9 | | 8 | | 7 | | 6 | | 6 | | 7 | | 8 | | 9 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

| TIME | | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 | 3:15 | 3:30 | 3:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 30.5 | 30.4 | 29.8 | 30.2 | 29.6 | 30.2 | 30.0 | 30.3 | 30.6 | 31.1 | 31.0 | 30.4 | 30.8 | 31.7 | 32.3 | 33.0 | 33.7 | 33.9 |
| **ABC TV** | | FLINTSTONE KIDS | | ANIMAL CRACK-UPS | | HEALTH SHOW | | (1) | | | | | | | | ←PRO BOWLERS TOUR (3:00-4:30)→ | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 3,540 | | 2,840 | | 1,330 | | 2,130 | | | | | | | | 3,900 | | | |
| | | 4.0 | | 3.2 | | 1.5 | | 2.4 | | | | | | | | 4.4 | 4.0 * | | 4.4 * |
| SHARE AUDIENCE | % | 13 | | 11 | | 5 | | 8 | | | | | | | | 13 | 12 * | | 13 * |
| AVG. AUD. BY 1/4 HR | % | 4.1 | 4.0 | 3.2 | 3.2 | 1.5 | 1.5 | 2.2 | 2.6 | | | | | | | 3.8 | 4.2 | 4.3 | 4.4 |
| **CBS TV** | | DENNIS THE MENACE | | | ←CBS NCAA BSKBL CHAMP-SA-1 SYRACUSE VS RHODE ISLAND,LOUISVILLE VS BYU (MULTI SEGMENT)(PAE)→ | | | | | | | | | ←CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS (2:24-4:52)(PAE) | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 3,010 | | 6,380 | | | | | | | | | 7,350 | | | | | | |
| | | 3.4 | | 7.2 | 5.0 * | | 6.2 * | | 6.9 * | | 8.1 * | | 8.3 | | 8.1 * | | 7.9 * | | 8.3 * |
| SHARE AUDIENCE | % | 11 | | 22 | 16 * | | 20 * | | 22 * | | 25 * | | 25 | | 26 * | | 24 * | | 25 * |
| AVG. AUD. BY 1/4 HR | % | 3.2 | 3.5 | 4.6 | 5.1 | 5.9 | 6.6 | 6.7 | 7.0 | 7.8 | 8.4 | 9.2 | 7.9 | 8.0 | 8.3 | 8.1 | 7.7 | 8.1 | 8.6 |
| **NBC TV** | | NEW ARCHIES | | FOOFUR (PAE) | | I'M TELLING | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 4,080 | | 3,810 | | 2,920 | | | | | | | | | | | | | |
| | | 4.6 | | 4.3 | | 3.3 | | | | | | | | | | | | | |
| SHARE AUDIENCE | % | 15 | | 14 | | 11 | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR | % | 4.7 | 4.5 | 4.2 | 4.5 | 3.3 | 3.3 | | | | | | | | | | | | |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 7.6 | | 8.0 | | 8.2 | | 7.8 | | 8.5 | | 8.1 | | 8.4 | | 8.6 | | 9.0 | |
| SHARE AUDIENCE % | | 25 | | 27 | | 27 | | 26 | | 28 | | 26 | | 27 | | 26 | | 27 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 2.0 | | 2.2 | | 2.3 | | 1.6 | | 1.8 | | 1.8 | | 1.7 | | 1.8 | | 2.0 | |
| SHARE AUDIENCE % | | 7 | | 7 | | 8 | | 5 | | 6 | | 6 | | 5 | | 6 | | 6 | |
| **PBS** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 1.8 | | 1.6 | | 2.2 | | 2.1 | | 1.8 | | 2.0 | | 1.9 | | 2.1 | | 1.9 | |
| SHARE AUDIENCE % | | 6 | | 5 | | 7 | | 7 | | 6 | | 7 | | 6 | | 6 | | 6 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 5.0 | | 5.4 | | 5.3 | | 5.6 | | 5.0 | | 4.8 | | 5.0 | | 5.4 | | 6.1 | |
| SHARE AUDIENCE % | | 16 | | 18 | | 18 | | 19 | | 16 | | 16 | | 16 | | 17 | | 18 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | | 2.8 | | 1.8 | | 1.8 | | 1.8 | | 2.0 | | 2.2 | | 2.4 | | 2.4 | | 2.0 | |
| SHARE AUDIENCE % | | 9 | | 6 | | 6 | | 6 | | 6 | | 7 | | 8 | | 7 | | 6 | |

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS,PIPPI LONGSTOCKING, PT 2,ABC,(1:00-1:30),(R)

For explanation of symbols, See page B.

| TIME | | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | | 34.5 | 35.2 | 35.1 | 36.4 | 37.3 | 38.2 | 38.6 | 39.7 | 41.1 | 42.7 | 44.9 | 46.3 |
| **ABC TV** | | PRO BOWLERS TOUR (3:00-4:30) | | ← ABC WIDE WORLD-SPORTS SAT → | | | | | | | | ABC WRLD NEWS TONIGHT-SAT | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 4.9 * | 4,700<br>5.3 | 5.0 * | | 5.2 * | | 5.7 * | | | 6,730<br>7.6 | |
| SHARE AUDIENCE | % | | 14 * | 14 | 13 * | | 13 * | | 14 * | | | 16 | |
| AVG. AUD. BY 1/4 HR | % | 4.9 | 4.9 | 4.8 | 5.3 | 5.2 | 5.2 | 5.5 | 6.0 | | | 7.3 | 7.9 |
| **CBS TV** | | ← CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS (2:24-4:52)(PAE) → | | | ← CBS NCAA BSKBL CHAMP-SA-3 VARIOUS TEAMS (4:52-6:43)(PAE) → | | | | | | | | (1) |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 8.7 * | | 7,530<br>8.5 | | 9.0 * | | 8.1 * | | 8.3 * | 6,820<br>7.7 | |
| SHARE AUDIENCE | % | | 25 * | | 21 | | 24 * | | 21 * | | 20 * | 17 | |
| AVG. AUD. BY 1/4 HR | % | 8.9 | 8.5 | 8.3 | 8.6 | 9.1 | 8.9 | 8.0 | 8.1 | 8.2 | 8.5 | 8.0 | 7.7 |
| **NBC TV** | | | | ← HERTZ BAY HILL CLASSIC-SA → | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | 2,660<br>3.0 | 2.5 * | | 2.9 * | | 3.5 * | | | 7,350<br>8.3 | |
| SHARE AUDIENCE | % | | | 8 | 7 * | | 8 * | | 9 * | | | 17 | |
| AVG. AUD. BY 1/4 HR | % | | | 2.4 | 2.7 | 2.9 | 3.0 | 3.2 | 3.8 | | | 8.0 | 8.6 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** AVERAGE AUDIENCE | | 9.4 | | 10.3 | | 10.9 | | 12.0 | | 11.0 | | 12.6 | |
| SHARE AUDIENCE % | | 27 | | 29 | | 29 | | 31 | | 26 | | 28 | |
| **SUPERSTATIONS** AVERAGE AUDIENCE | | 2.1 | | 2.1 | | 2.5 | | 3.0 | | 2.8 | | 3.3 | |
| SHARE AUDIENCE % | | 6 | | 6 | | 7 | | 8 | | 7 | | 7 | |
| **PBS** AVERAGE AUDIENCE | | 2.1 | | 2.6 | | 3.1 | | 2.9 | | 2.8 | | 2.5 | |
| SHARE AUDIENCE % | | 6 | | 7 | | 8 | | 7 | | 7 | | 5 | |
| **CABLE ORIG.** AVERAGE AUDIENCE | | 6.2 | | 6.6 | | 6.6 | | 6.6 | | 6.5 | | 5.8 | |
| SHARE AUDIENCE % | | 18 | | 18 | | 17 | | 17 | | 16 | | 13 | |
| **PAY SERVICES** AVERAGE AUDIENCE | | 1.8 | | 2.1 | | 2.6 | | 2.9 | | 2.4 | | 2.9 | |
| SHARE AUDIENCE % | | 5 | | 6 | | 7 | | 7 | | 6 | | 6 | |

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BSKBL CHAMP-SA-4,(PAE),CBS,(6:43-7:00),(S)

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## DAY SUN. MAR.20, 1988

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00 | 11:15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 7.0 | 8.5 | 10.2 | 12.2 | 15.3 | 17.7 | 19.1 | 21.9 | 24.7 | 26.1 | 27.1 | 28.1 | 28.2 | 28.6 | 28.7 | 29.4 | 30.4 | 31.3 |
| **ABC TV** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | | | | | | | | | | | | | | |
| SHARE AUDIENCE % | | | | | | | | | | | | | | | | | | |
| AVG. AUD. BY 1/4 HR % | | | | | | | | | | | | | | | | | | |
| **CBS TV** | | | | | FOR OUR TIMES (SUS) | | | | ←SUNDAY MORNING | | | | | → | FACE THE NATION | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | | | | | 3,370<br>3.8 | 3.6 * | | 3.9 * | | 3.8 * | 1,420<br>1.6 | | | |
| SHARE AUDIENCE % | | | | | | | | | 14 | 14 * | | 14 * | | 13 * | 5 | | | |
| AVG. AUD. BY 1/4 HR % | | | | | | | | | 3.2 | 4.0 | 4.1 | 3.7 | 3.9 | 3.8 | 1.7 | 1.6 | | |
| **NBC TV** | | | | | ←SUNDAY TODAY | | | | | → | MEET THE PRESS | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | 2,040<br>2.3 | 2.3 * | | 2.5 * | | 2.2 * | 2,040<br>2.3 | | | | | | | |
| SHARE AUDIENCE % | | | | | 11 | 13 * | | 12 * | | 8 * | 8 | | | | | | | |
| AVG. AUD. BY 1/4 HR % | | | | | 2.2 | 2.4 | 2.5 | 2.4 | 2.2 | 2.2 | 2.4 | 2.3 | | | | | | |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.3 | | 3.3 | | 5.3 | | 7.2 | | 8.8 | | 9.9 | | 9.5 | | 9.9 | | 11.0 | |
| SHARE AUDIENCE % | 29 | | 29 | | 32 | | 35 | | 35 | | 36 | | 33 | | 34 | | 36 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 0.6 ^ | | 1.1 | | 1.9 | | 2.7 | | 3.3 | | 3.7 | | 2.8 | | 2.8 | | 3.2 | |
| SHARE AUDIENCE % | 8 ^ | | 10 | | 12 | | 13 | | 13 | | 13 | | 10 | | 10 | | 10 | |
| **PBS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 0.2 ^ | | 0.4 ^ | | 0.9 | | 1.4 | | 1.9 | | 1.7 | | 1.9 | | 2.0 | | 2.1 | |
| SHARE AUDIENCE % | 3 ^ | | 4 ^ | | 5 | | 7 | | 7 | | 6 | | 7 | | 7 | | 7 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.5 | | 2.2 | | 3.1 | | 4.0 | | 4.8 | | 5.3 | | 5.7 | | 6.3 | | 6.7 | |
| SHARE AUDIENCE % | 19 | | 20 | | 19 | | 20 | | 19 | | 19 | | 20 | | 22 | | 22 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 1.2 | | 1.6 | | 2.2 | | 2.1 | | 2.6 | | 3.1 | | 3.6 | | 3.3 | | 2.9 | |
| SHARE AUDIENCE % | 15 | | 14 | | 13 | | 10 | | 10 | | 11 | | 13 | | 11 | | 9 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.20, 1988

| TIME | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 | 3:00 | 3:15 | 3:30 | 3:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 31.4 | 30.9 | 31.5 | 32.2 | 32.9 | 33.4 | 33.6 | 35.1 | 36.4 | 36.2 | 35.2 | 35.3 | 35.1 | 35.9 | 35.8 | 36.0 | 36.2 | 36.8 |
| **ABC TV** | ←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD | | | | | | | | | | ← ATLANTA 500 AUTO RACE (2:00-6:00) → | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 3,460<br>3.9 | 3.7 * | | 4.1 * | 1,060<br>1.2 | | | | | | 3,100<br>3.5 | 2.8 * | | 3.3 * | | 3.3 * | | 3.2 * |
| SHARE AUDIENCE % | 13 | 12 * | | 13 * | 4 | | | | | | 9 | 8 * | | 9 * | | 9 * | | 9 * |
| AVG. AUD. BY 1/4 HR % | 3.6 | 3.9 | 4.0 | 4.1 | 1.3 | 1.0 | | | | | 2.6 | 3.0 | 3.2 | 3.3 | 3.3 | 3.4 | 3.1 | 3.2 |
| **CBS TV** | | | ← CBS NCAA BSKBL CHMP-SU-1 TEMPLE VS GEORGETOWN,IOWA VS UNLV (MULTI SEGMENT)(PAE) → | | | | | | | | | ← CBS NCAA BSKBL CHMP-SU-2 VARIOUS TEAMS (2:17-4:40)(PAE) → | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | 7,440<br>8.4 | 5.8 * | | 7.4 * | | 8.7 * | | 10.0 * | | 7,890<br>8.9 | | 8.3 * | | 8.0 * | | 8.8 * |
| SHARE AUDIENCE % | | | 24 | 18 * | | 22 * | | 25 * | | 27 * | | 24 | | 23 * | | 22 * | | 24 * |
| AVG. AUD. BY 1/4 HR % | | | 5.4 | 5.9 | 6.9 | 7.8 | 8.4 | 9.0 | 9.9 | 10.0 | 9.7 | 8.3 | 8.4 | 8.2 | 8.1 | 8.0 | 8.6 | 9.0 |
| **NBC TV** | | | | | | | ← NBC EXHIBITION BASEBALL N.Y. METS VS LA DODGERS → | | | | | | | | | | | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | | | | | | 3,010<br>3.4 | 3.1 * | | 3.4 * | | 3.6 * | | 3.5 * | | 3.3 * | | 3.5 * |
| SHARE AUDIENCE % | | | | | | | 10 | 9 * | | 9 * | | 10 * | | 10 * | | 9 * | | 10 * |
| AVG. AUD. BY 1/4 HR % | | | | | | | 2.9 | 3.3 | 3.4 | 3.5 | 3.5 | 3.7 | 3.4 | 3.5 | 3.2 | 3.4 | 3.5 | 3.5 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 11.2 | | 11.0 | | 10.8 | | 10.5 | | 11.1 | | 10.9 | | 11.4 | | 11.8 | | 11.9 | |
| SHARE AUDIENCE % | 36 | | 34 | | 33 | | 31 | | 31 | | 31 | | 32 | | 33 | | 33 | |
| **SUPERSTATIONS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 3.4 | | 3.8 | | 3.4 | | 3.0 | | 3.3 | | 3.1 | | 3.1 | | 3.7 | | 3.9 | |
| SHARE AUDIENCE % | 11 | | 12 | | 10 | | 9 | | 9 | | 9 | | 9 | | 10 | | 11 | |
| **PBS** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.4 | | 2.0 | | 2.0 | | 1.7 | | 2.1 | | 2.0 | | 2.0 | | 2.0 | | 2.2 | |
| SHARE AUDIENCE % | 8 | | 6 | | 6 | | 5 | | 6 | | 6 | | 6 | | 6 | | 6 | |
| **CABLE ORIG.** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 6.2 | | 6.0 | | 6.3 | | 6.9 | | 6.4 | | 6.1 | | 5.7 | | 6.1 | | 5.6 | |
| SHARE AUDIENCE % | 20 | | 19 | | 19 | | 20 | | 18 | | 17 | | 16 | | 17 | | 15 | |
| **PAY SERVICES** | | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.5 | | 2.8 | | 2.7 | | 2.6 | | 2.5 | | 2.2 | | 2.4 | | 2.7 | | 2.7 | |
| SHARE AUDIENCE % | 8 | | 9 | | 8 | | 8 | | 7 | | 6 | | 7 | | 8 | | 7 | |

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 20, 1988

| TIME | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HUT | 37.6 | 38.3 | 39.3 | 39.7 | 40.2 | 40.8 | 41.1 | 42.6 | 44.1 | 45.0 | 46.5 | 47.9 |
| **ABC TV** | ← ATLANTA 500 AUTO RACE (2:00-6:00) → | | | | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 3.4 * | | 3.7 * | | 3.9 * | | 4.7 * | | | 6,110<br>6.9 | |
| SHARE AUDIENCE % | | 9 * | | 9 * | | 10 * | | 11 * | | | 14 | |
| AVG. AUD. BY 1/4 HR % | 3.4 | 3.4 | 3.6 | 3.7 | 3.8 | 3.9 | 4.4 | 5.1 | | | 6.8 | 7.0 |
| **CBS TV** | (1) | | ← CBS NCAA BSKBL CHMP-SU-3 VARIOUS TEAMS (4:40-6:51)(PAE) → | | | | | | | | | (2) |
| AVERAGE AUDIENCE (Hhlds (000) & %) | | 10.5 * | 9,130<br>10.3 | 9.5 * | | 10.0 * | | 10.4 * | | 9.9 * | | 10,190<br>11.5 |
| SHARE AUDIENCE % | | 28 * | 24 | 24 * | | 25 * | | 25 * | | 22 * | | 24 |
| AVG. AUD. BY 1/4 HR % | 10.5 | 10.6 | 9.4 | 9.6 | 10.1 | 10.0 | 10.1 | 10.6 | 9.9 | 10.0 | 11.7 | 11.5 |
| **NBC TV** | ← HERTZ BAY HILL CLASSIC-SU (4:00-5:47)(PAE) → | | | | | | | (PAE) | | | NBC NIGHTLY NEWS-SUN | |
| AVERAGE AUDIENCE (Hhlds (000) & %) | 3,540<br>4.0 | 3.7 * | | 4.0 * | | 4.2 * | | | | | 6,650<br>7.5 | |
| SHARE AUDIENCE % | 10 | 10 * | | 10 * | | 10 * | | | | | 15 | |
| AVG. AUD. BY 1/4 HR % | 3.7 | 3.7 | 4.0 | 4.0 | 4.1 | 4.2 | 4.1 | | | | 7.2 | 7.9 |
| **INDEPENDENTS (INCL. SUPERSTATIONS)** | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 11.9 | | 13.0 | | 12.6 | | 12.7 | | 11.8 | | 12.6 | |
| SHARE AUDIENCE % | 31 | | 33 | | 31 | | 30 | | 26 | | 27 | |
| **SUPERSTATIONS** | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 3.9 | | 3.9 | | 3.6 | | 2.9 | | 2.5 | | 2.7 | |
| SHARE AUDIENCE % | 10 | | 10 | | 9 | | 7 | | 6 | | 6 | |
| **PBS** | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 2.0 | | 2.3 | | 2.3 | | 2.6 | | 2.6 | | 2.2 | |
| SHARE AUDIENCE % | 5 | | 6 | | 6 | | 6 | | 6 | | 5 | |
| **CABLE ORIG.** | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 5.4 | | 6.0 | | 6.1 | | 6.0 | | 5.8 | | 5.3 | |
| SHARE AUDIENCE % | 14 | | 15 | | 15 | | 14 | | 13 | | 11 | |
| **PAY SERVICES** | | | | | | | | | | | | |
| AVERAGE AUDIENCE | 3.0 | | 2.8 | | 3.4 | | 3.4 | | 2.4 | | 2.7 | |
| SHARE AUDIENCE % | 8 | | 7 | | 8 | | 8 | | 5 | | 6 | |

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS NCAA BSKBL CHMP-SU-2,VARIOUS TEAMS,(PAE),CBS,(2:17-4:40),(S)
(2) CBS NCAA BSKBL CHMP-SU-4,(PAE),CBS,(6:51-7:00),(S)

For explanation of symbols, See page B.